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CARMEL PACIFIC

SPECTATOR-JOURNAL

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Monterey Peninsula and Salinas Valley

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featuring

- **SEASIDE 1955--**
  Urchin With Muscles
- **MYSTERY SPOT**
  Defies Scientists
- **SALINAS BOTTLE KING**
  It's Fun to Make a Million Bucks
- **Should You Spank Your Child?**

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"...But that wind had a
different sound...
unless you've wondered how
Niobe mourned...

"Deserted" ... see pages 15, 16, 17

LEANING AGAINST FORCE at Mystery Spot, visitor seems to float in air. Actually he is standing still on a ledge, is perfectly comfortable and relaxed. Nobody knows for sure how this works.

THE MYSTERY

A few miles out of Santa Cruz the normal world of man's perception goes completely haywire.

Compasses conk out. Surveying lines go crooked. Balls roll up hill. And people look foolish: they lean 17 degrees off normal as if they stood on the tilted deck of a liner in rough seas.

All this, and more, happens in a narrow, darkly-wooded gulch about four miles out of Santa Cruz off Branciforte Drive. It's known as the Mystery Spot. Just exactly how such things happen there nobody is too sure. Scientists argue about it. But the owners of the Mystery Spot just smile mysteriously and thank the Lord for allowing exceptions to Newton's Law. The only objects that follow the law of gravity at the Mystery Spot are coins dropping in the till.

Now don't get the idea that this is just another side show racket, rigged through optical illusions and mass suggestion. Within a rough circle of 150-foot diameter things really refuse to work according to physics text books.

Take the case of a 10-foot board, laid from the southwest to the northeast. The board is completely flat as proven by a carpenter's level. Yet a man standing on the northeastern end is 14 inches taller than when he stands on the southwestern end. Photographs prove it. But how does it happen?

Scientists, like Physicist Arthur J. Compton, have visited the Mystery Spot and left, scratching their heads. They have put up tents, and inside the tents performed experiments to exclude any possible optical interference. The same things happened in their seclusion.

Some of the grey-matter boys think that a meteorite is buried in the hillside, a meteorite of such mass and density as to throw off the earth's normal gravitational pull, disturbing at the same time man's balance mechanism in the inner ear.

Henry G. Hubbard, engineer for the State Division of Mines, has measured excessive carbon dioxide in the area. He blames it all on that gas which, he believes, comes out of cracks between the rocks in the hillside. Concentrations of the gas result in the light-headed feeling most people have at the Mystery Spot--some even get dizzy and sick and a few occasionally faint--and also cause a marked refraction of light rays due to density differentials, similar to the refractions in heat waves, he says.

Dr. Oscar Brunler, the late co-inventor of the electro-cardiograph, found the "highest dielectric biocosmic radiation" known anywhere in the world. Whatever that means. He is dead and we can't ask him.

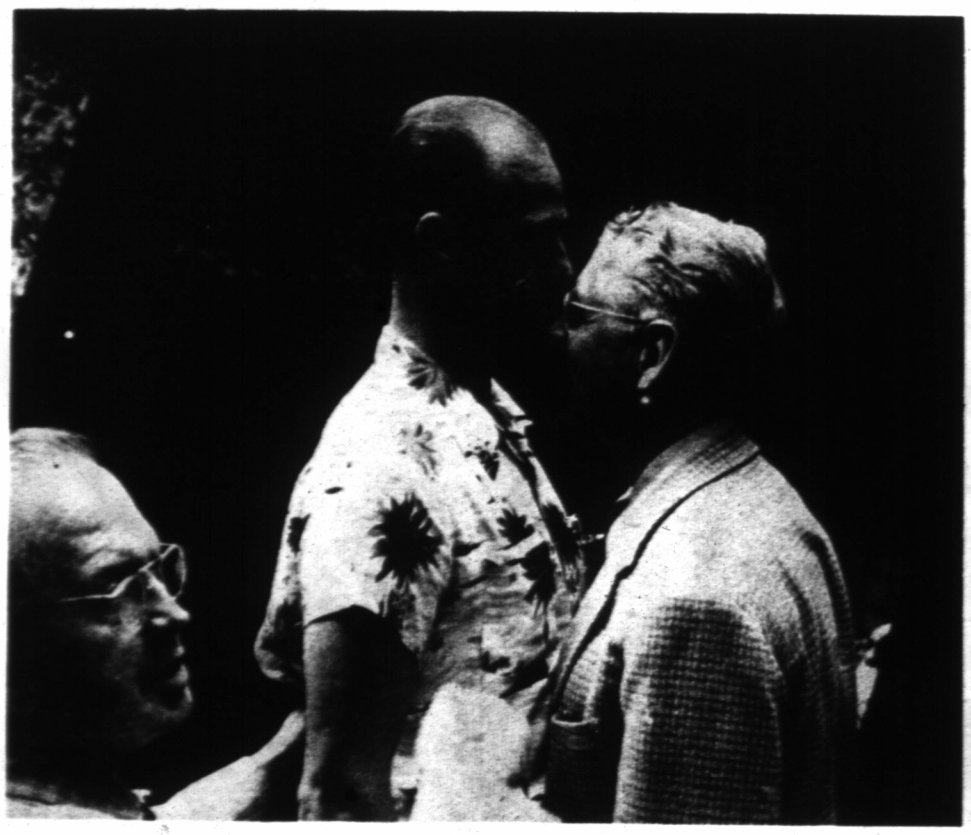
Even the British Society of Metaphysicians, of Archers Court, Hastings, got in on the guessing game, seeking the explanation in metaphysics instead of plain physics. They blamed the disturbances on "radiesthesia" and took all kinds of obscure measurements, subsequently published in their journal, to prove it.

Fact of the matter is, however, that all the peculiar things that happen at the Mystery Spot happen even more so when the atmospheric pressure is low. All phenomena increase by 25 to 40 per cent when there is fog or the sun shines hot and bright.

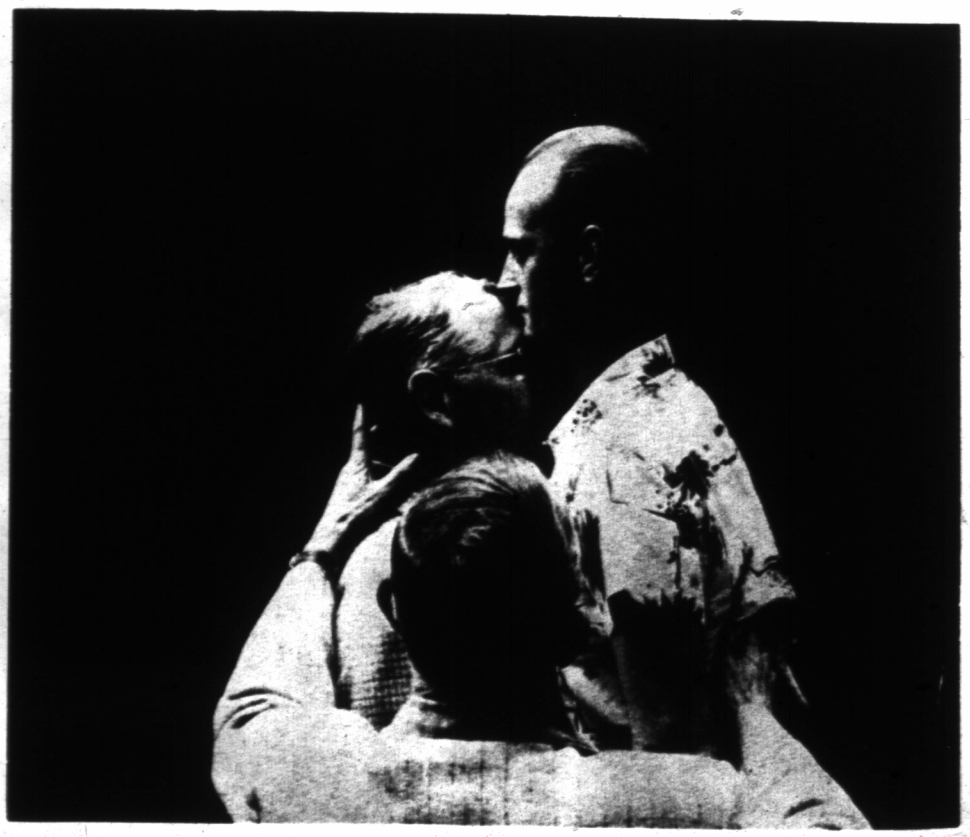
The "unseen force" as the owner of the Mystery Spot calls it, giving equal credence to all the varied scientific and psuedo-scientific findings, is apparently directed from the southwest to the northeast. That is the direction of its repulsion. People lean against it to keep their balance. Plum lines swing with it. The force slowly pushes tennis balls up a slightly inclined board. And when you try to roll the balls down the board against the force, they slowly stop and finally reverse their course.

Swinging a pendulum weight with the force is easy. Pushing the same weight against the force is tough. The pendulum swings lenghten with the force, shorten against it. And if you swing the pendulum across the force, it gradually veers off counter-clockwise until it finally swings parallel to the force, ending at rest 17 degrees off normal, just like the plum lines and the flustered people.

There is a log house on the Mystery Spot. The house isn't level.



CHANGE IN APPARENT HEIGHT is demonstrated here. Though standing on a perfectly level board, tall man grows even taller when he swaps positions with his opposite shorter number. Notice in picture at right he's grown by the length of his nose.



On the square--

SCIENCE IS BAFFLED

TILTING TRAVELERS struggle through mystery house. Cabin itself is tilted to exaggerate effect.

The operators say it slipped down the hill. Having slipped, it's at an adventurous angle, making the list of the visitors even more apparent. This exaggeration gives munition to a lot of doubting Thomases, but most of them eventually end up convinced that something special is happening at that point in the gulch.

The orneriness of the surroundings was discovered in 1939 by the Prather family which had bought the property for a summer cottage. The first clue, according to Bruce Prather, the present owner, was that surveyors found it impossible to do their work properly: their transit lines were always off.

Other instruments respond accordingly. Compasses point every which way, finally stick on the northeast. Radios won't play properly. Photographic light meters give wrong readings.

The Prathers don't miss their summer cottage any more. Since 1940 they've opened the place to the public, and the gulch has turned into a junior Coney Island with refreshment stands and novelty hucksters. Between 500 and 1,000 visitors show up on summer Sundays. Tours, usually guided by Edmund Jackson, Prather's father-in-law, take about 35 minutes, leave everyone mystified, almost everyone satisfied. Admission is 50 cents for adults; 35 cents for kids.

Down the gulch from the Mystery Spot is another place, known as "Curious Canyon" which apparently boasts similar phenomena.

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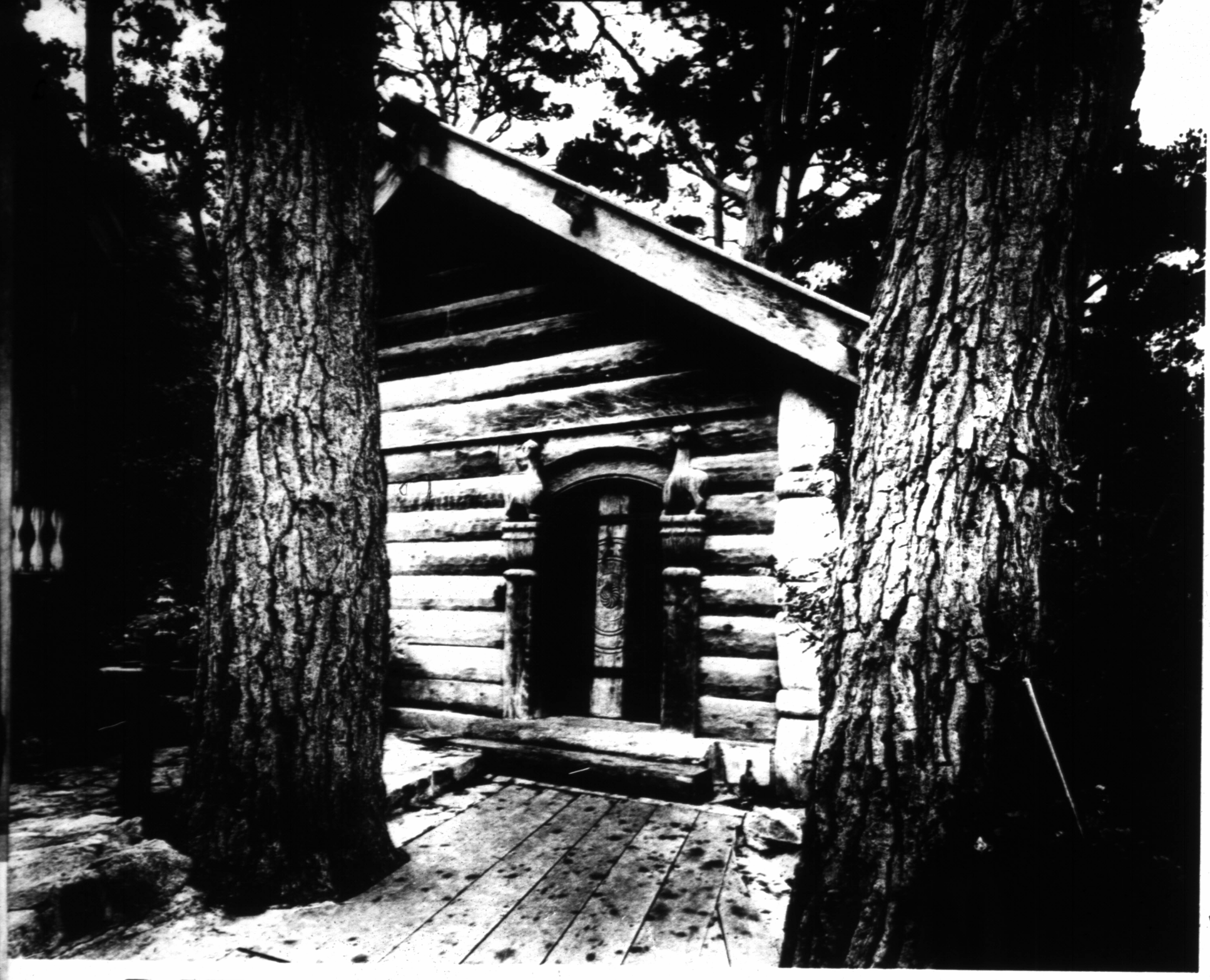


Photos
by
Wynn Bullock

BIT OF NORWAY IN CARMEL

She called herself "Had Her Way" Maude.

She knew herself well. She always had her way. She could afford it.

As the wife of a Colorado mining man, Mrs. Maude Reynolds could finance her every whim.

Today, at the Carmel Highlands on the little road above the Highlands Inn, there stands a monument to her taste, her money; a monument to having her way.

The monument is a house whose exquisiteness of detail has few equals anywhere in this country, be it in Pebble Beach, Beverly Hills or Grosse Point.

The house, or rather the complex of houses, is a true copy of a Norwegian estate. Mrs. Rey-

DRAGON hangs over fireplace of Hardanger Hall in the Carmel Highlands. The hall, part of the former Reynolds estate, is copy of a Norwegian baronial mansion of the 15th Century. Notice elaborate carvings on bed, chandeliers and wood bin (far left). Entrance to hall is shown on top of page.

HIGHLANDS

nolds imported Norwegian designers, craftsmen and workers to build it. They worked on it for years. One of the buildings alone, a copy of a Norwegian hunting lodge, cost $80,000. That was in 1918 when 80 grand was an even grander sum than it is today.

The main residence, a three-bedroom, three-bath proposition, was finished in 1927. No figures are available on its cost. And then there was also a garage with an apartment over it and a guest house. But they are not so important. The guest house is not so exquisite, and the garage burned down last year.

The current owners of Maude Reynolds' Highlands home are the Misses Myra Waterman and Ann Cattell and their Irish setter.

Miss Waterman paints. Miss Cattell writes. "Sixty Miles North", the saga of a country school teacher, was one of her books.

Mrs. Reynolds was affectionately known as Lady Maude, although she was not titled.

Stories are that she sat imperiously on a rocking chair on the indoor balcony of the hunting lodge. From this throne she supervised and directed the workmen. If she didn't like something they had just finished, she had them tear it out and do it all over again.

Tearing out was literally necessary: all ornamentations are integral parts of the building. If the carving on a beam or on a door wasn't just right, the whole beam or the whole door had to be replaced. Lady Maude had her way.

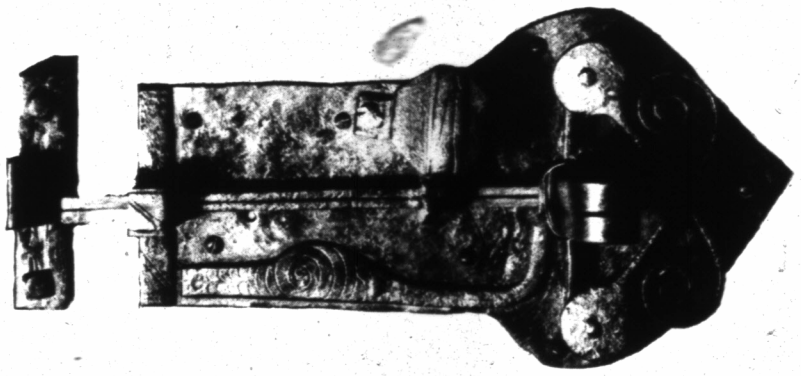
The result was rugged and, as far as anyone can tell, authentic beauty. Despite the multitude of ornamentation, there's nothing prissy about Hardanger Hall, named after Hardanger Fjord whose precipitous coastline resembles that of the Carmel Highlands. It isn't prissy because all the decorations are carvings and handwrought iron work and the colors, though vivid, are mated in such perfection that they do not glare.

All designs came from originals in the Museum of Nordic Art in Oslo. Sometimes Lady Reynolds called her home the "Viking Hut".

Lady Maude died in Palo Alto a few years ago. Ironically, despite the love and attention and money she had lavished on her Viking Hut, she found little happiness there.

You might almost say that the residence seemed jinxed until

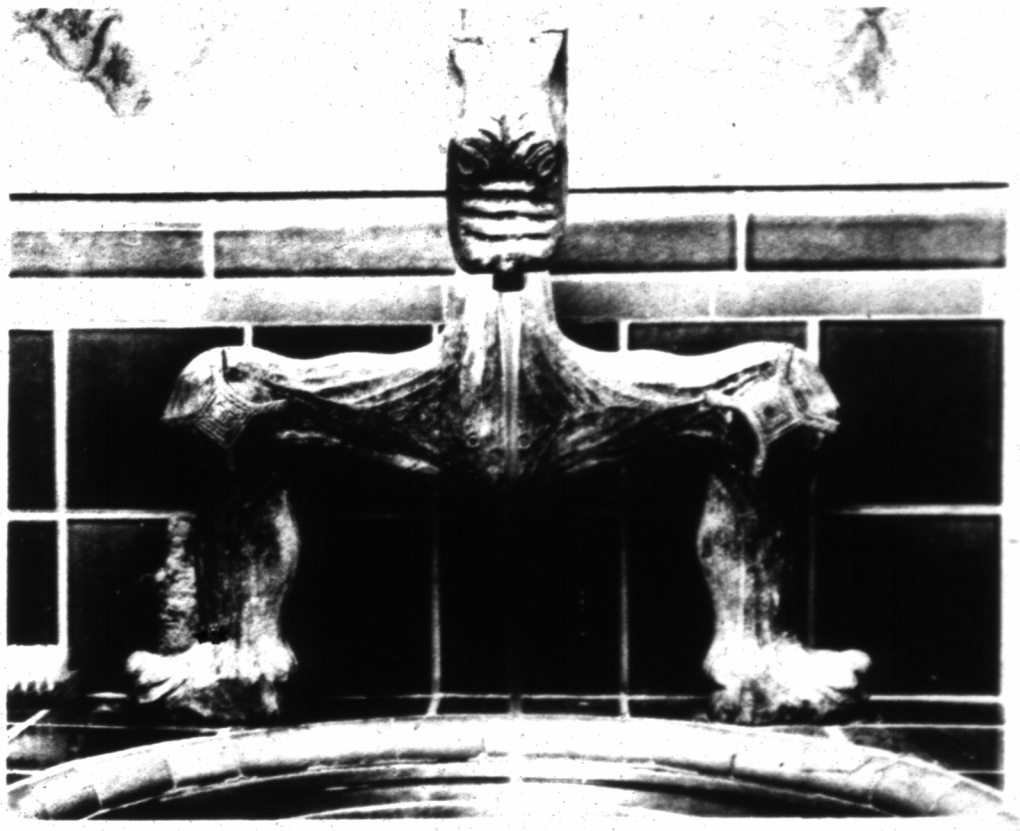
(Please turn page)



HAND-WROUGHT IRON DOOR LATCH is one foot wide. It is so heavy that it is hard to pull open.

CAREFULLY CARVED DOOR decorates guest house on the estate.

WATER-SPITTING MONSTER squats over washbasin in master bathroom in main house. Knobs are on its knees.



MOUNTED KNIGHTS without legs are carved in woodwork of Hardanger Hall. Carvings are copies from originals in Museum of Nordic Art, Oslo.

BIT OF NORWAY

(Cont'd from preceding page)

just recently.

Lady Reynolds' husband died soon after the project was completed. Maude Reynolds stayed on alone for a while. Then she left: the fun was gone. For several years the house stood deserted, desolate.

Then Dr. and Mrs. William McCabe bought it, during the depression. They got the two-acre estate for a comparative song. They loved the place, but war came. Dr. McCabe, a reserve officer, had to go in the service.

Mrs. McCabe tried to run the place alone as household help was increasingly hard to get. But it's too big a place to run alone. She had to give it up.

Mr. and Mrs. Henry S. Sanford bought it from the McCabes. Mrs. Sanford soon died. Sanford lived on for a few years in loneliness, then he also passed away. He left the home to his Filipino servant, Fabian Era.

Era sold the Viking Hut to Dr. Henry S. Randall of Fresno. Dr. Randall died. And in 1953, the Misses Cattell and Waterman bought it.

On February 7, 1954, their tenant in the garage apartment, Whit Wellman, fell asleep with a lighted ciagrette. At least that's what authorities thought. Wellman couldn't tell them. He was burned to death. The fire gutted the garage. The flames leaped over to the main house and burned out one bedroom and the roof of the bedroom wing. It also scorched one corner of the roof of the hunting lodge.

Misses Waterman and Cattell had insurance, but as the insurance man had told them when he was first asked to appraise the property: "You can't insure it for every detail. It's irreplaceable. If it's gone, it's gone." A short stairway in the living room alone would cost about $1,000, he figured, if anyone could be found to duplicate the intricate carving.

After the fire, Misses Waterman and Cattell replaced the damaged or destroyed portions, staying as closely in style with the rest of the property as they could. To the untrained eye, the difference is not noticeable.

ELABORATE STAIRWAY leads from living room to guest bedroom in the main house. Insurance man told current owners it would take at least $1,000 to replace carvings on that stairway in case of fire--if somebody could be found to do it.

Apart from its decorations, the Viking estate is remarkable for its basic construction. It was built of hand-hewn redwood logs, which were joined together not with nails but with wooden pegs, requiring much greater accuracy. The windows are leaded glass. Bathrooms are exquisitely tiled. There is much built-in Norwegian furniture.

Over the fireplace in the 50 by 26 foot lodge hangs a wooden dragon. The fireplace dragon is an old Norwegian custom. It's put there to frighten away evil spirits that might hop down the chimney when somebody lets the fire go out.

VIEW from garden path on the estate, now owned by Miss Myra Waterman and Miss Ann Cattell, shows main house (front) and part of Hardanger Hall (right background). There is also a guest house and a garage with an apartment on top of it.

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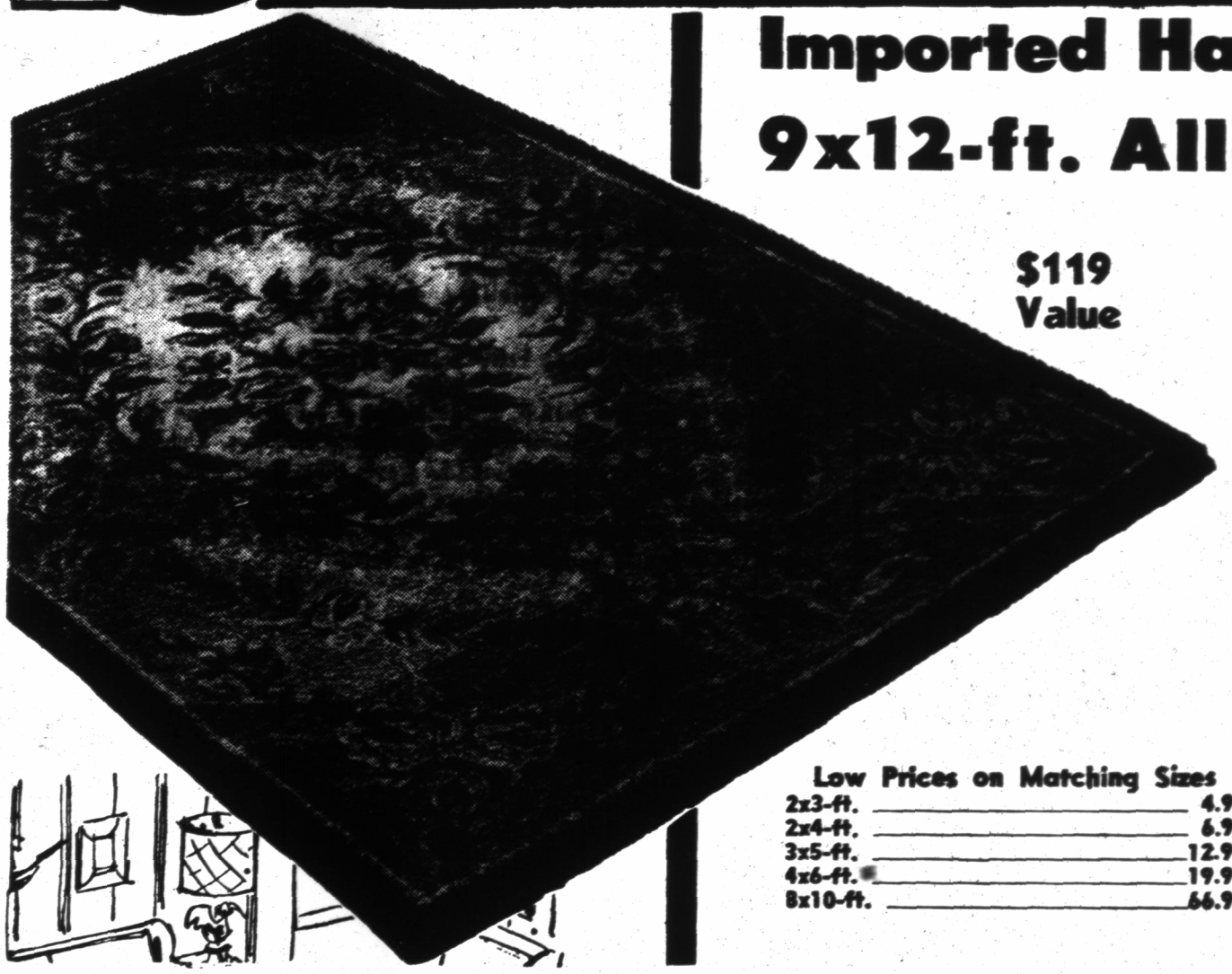

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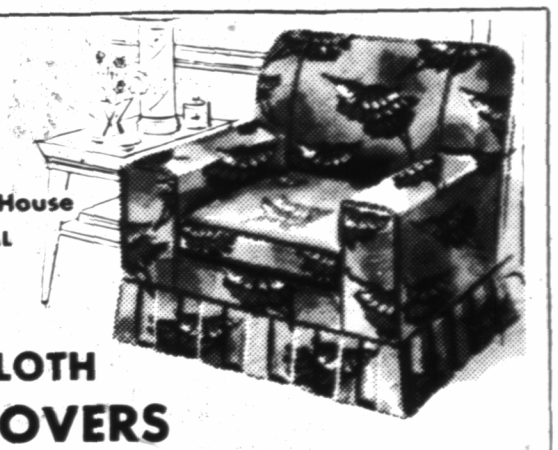

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"SATISFACTION GUARANTEED OR YOUR MONEY BACK"....SEARS

PSYCHOLOGISTS ADVISE ADVERTISERS:

by John F. Allen

You've probably heard of "motivation research", the newest gimmick employed by the advertising agency hucksters in an effort to find out what you--the enigmatic consumer--really want to buy. The hucksters, who willingly would sell their souls to the Devil to sell an extra tube of toothpaste, have sold them instead to the psychologists. This misalliance of advertising and psuedo-science has spawned motivation research.

In brief, it is an attempt to probe your subconscious, to find out what you really want to buy and why. If you've been laboring along under the impression that you knew what you wanted and why, you're just being obtuse.

You may, for instance, fancy that you want and buy a certain brand of soap powder because you've found it gets your clothes cleaner and whiter than other brands. Don't be naive. The motivation research boys know better. You buy that brand of soap powder because of some nasty little Freudian twist in your subconscious, probably related to a homosexual tendency, incest or some other quaint deviation.

If you drive a big Cadillac or a flashy European sports car, it's because you feel guilty and have to deny your social inadequacies. And it's a good thing you do drive such a car, say the motivation researchers: if you didn't, you'd likely give expression to your subconscious nastiness by lynching a Negro or launching a Jewish pogrom.

If all this sounds insulting and silly, I assure you that it is not exaggerated. I heard all the above and worse presented in avowedly serious "scientific" papers at a meeting in San Francisco not long ago of the American Psychological Association. Listen, for instance, to some of the drivel perpetrated by a motivation researcher named Robert N. McMurry.

Mr. McMurry holds first that modern advertising methods are completely hit-or-miss and highly unscientific and points, as proof of the wastefulness of advertising and sales promotion techniques, to the fact that a hearing aid which retails for $240 costs only $36 to manufacture, a vacuum cleaner which retails for $120 costs only $45. And the advertisers better get hep, he warns, or such unscientific approaches to sales will "create a high degree of political dissatisfaction with the party in power and will probably result in a radical government." Consumers to the barricades.

The only way out, says Mr. McMurry, is an analysis of motivations which underlie buying behavior and a translation of those motivations into buying behavior. How? Well, for one thing, don't bother to question a lot of people. Just a few will do. But get deep into their messy little psyches and ids and egos. Dig deep and dirty.

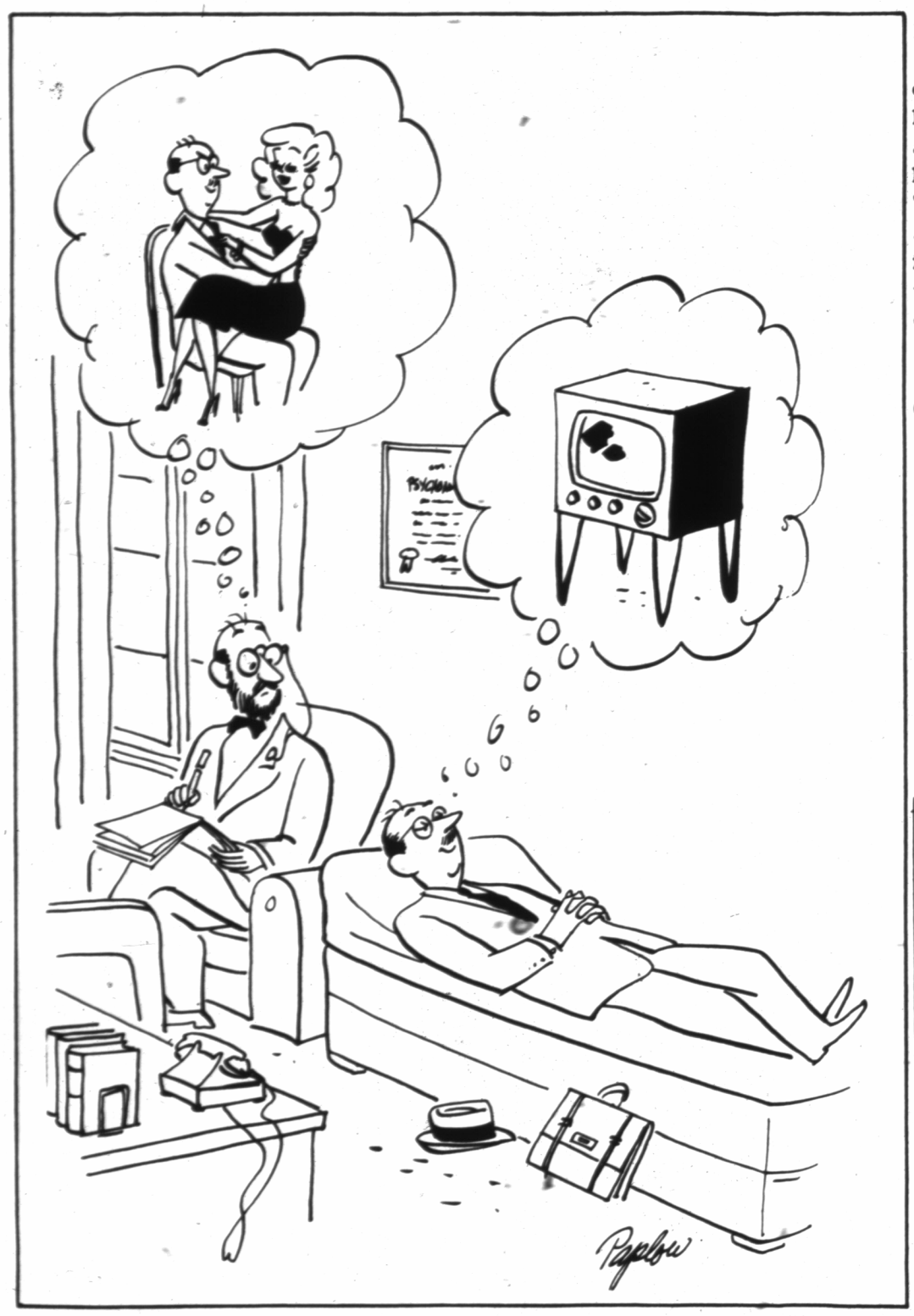
Any appraisal of human motivation, Mr. McMurry says, must be made "at three levels of the psyche". The first is the conscious level, but, says he, this doesn't mean very much. Here the subject is merely expressing desires in terms of his own false self-image, Like you saying you like that soap powder because it gets your clothes clean. Foolish old you. Secondly, there's the level where desires are expressed in terms of more or less acceptable social standards. "Only a little guilt or anxiety is associated with them." Like saying you want a car of a certain type because your neighbor has one. As to the third level of the psyche which must be probed, let Mr. McMurry speak for himself (you wouldn't believe me--and please address all challenges and libelous statements to Mr. McMurry)"

"Of the greatest importance is the fact that many, perhaps a majority, of many persons's needs are of such an anti-social or unrealistic character that the individual does not even dare to recognize their existence in himself. Typical of such impulses (hostilities, fears and aggressions) are those which find expression in mob activities, as a lynching. Likewise may be included a number of erotic attachments both of a hetero- and homo-sexual character, and those which are of an otherwise deviant nature...Most of these unacceptable or unrealistic needs and impulses are so violently in conflict with the edicts of society, the individual's conscience and his self-image that he not only has no knowledge of their existence, but he would repudiate them violently if accused of harboring them. In spite of this, many of these anti-social, in fact even self-destructive and self-punitive needs, are among the most powerful stimuli to buying behavior."

What Mr. McMurry is saying is that most of you most of the time want to buy things for the nastiest possible reasons. What he is proposing is that psychologists dredge up all the more unsavory excreta of the subconscious and that the hucksters pander to what they expose. Too much advertising has too long pandered to the worst aspects of the public's conscious demands. God save us when they move in on our psyches.

Nor was Mr. McMurry alone in his somewhat less than kindly opinion of the human psyche. Take Mr. George Horsley Smith, another motivation man. He's been busy studying the female psyche for a woman's magazine, one of those monthly assortments of brainless pap.

He says he has a "rich dossier on the American housewife." It may be rich; it's not very pleasant, or hopeful in terms of the intelligence and originality that a de-



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"Mr. American Public is a Neurotic Slob"

mocracy demands. Here are some of the typical character traits that Mr. Smith has found and which he suggests "are easily applicable to advertising copy:"

"They include the emergence of a fun morality, a play-and-enjoy-yourself doctrine which has come on the heels of our rising standard of living; a growing tendency to conform to social standards, to be directed by the opinion of others; emphasis on youthfulness, beauty and vitality; and the dominance of women, not only as spenders but as part of the American fantasy which contains flawless young love goddesses and sainted older women known as Mom, with very virile and protecting males in the background."

Sick? Had enough? There's more.

Mr. Smith also reported on a perfume maker who was all set to advertise his product with a painting of two nut-brown Tahitian girls, nude to the waist. He changed his mind after the motivation boys showed him the result of their questioning "in depth" of 100 women on their reaction to the painting. It certainly wouldn't sell them perfume. They said they thought that any woman who might use the sort of perfume advertised with such a picture would be queer, overdressed and probably un-American. Besides, they couldn't identify themselves with the girls, presumably because they (the women) sagged above the waist.

"By and large," said Mr. Smith, "such women are conventional, moral, easily shocked and want to hide from art and literature that are too different, frank or natural. They prefer sentimental art work on greeting cards to anything original."

These, ladies and gentlemen, are the flower of American womanhood. Or at least a psychologist's version thereof.

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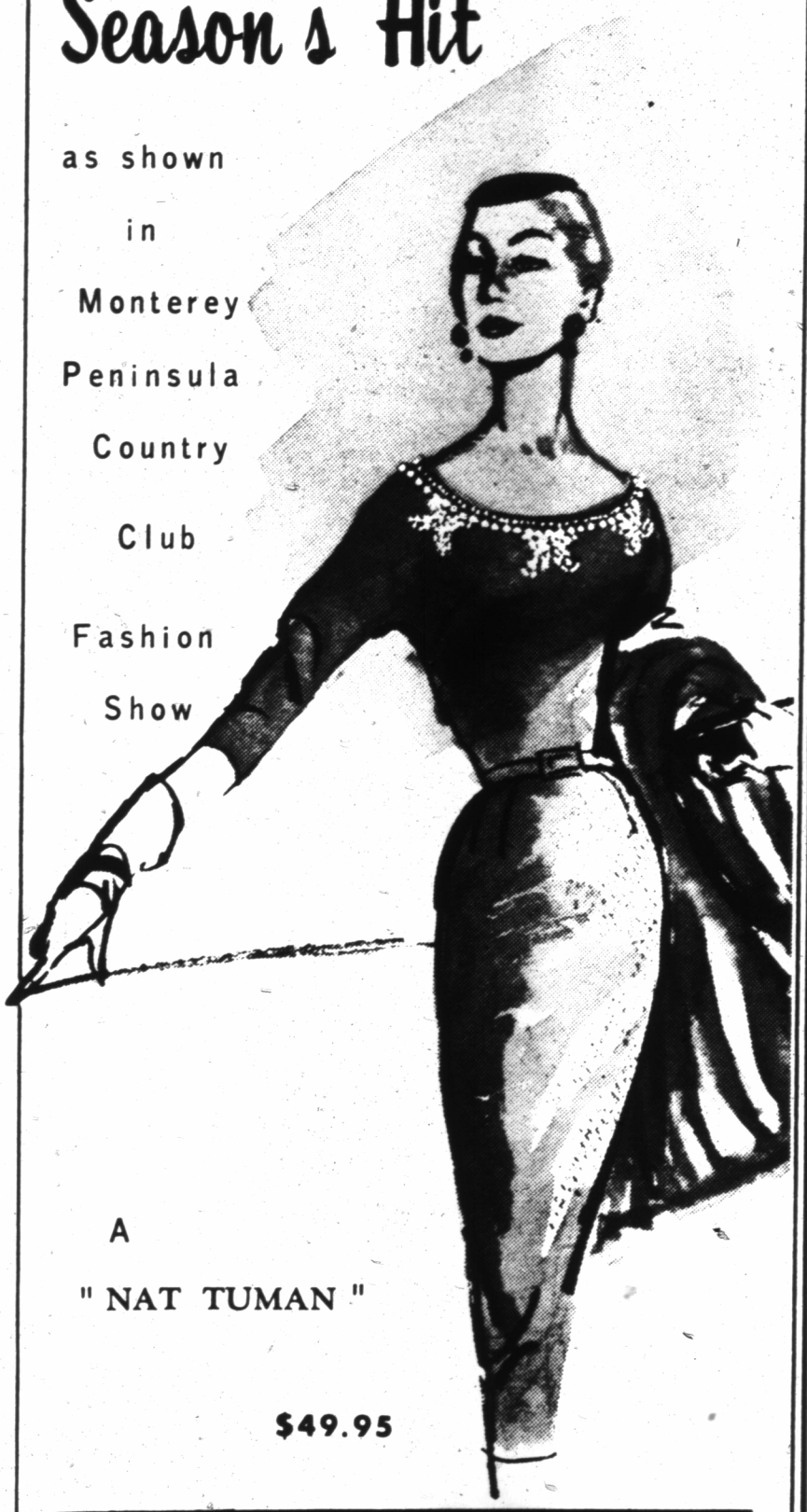

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GITTIN' VITTLES

Photos by G. S. Bush

Many a husband has berated his wife for dragging him along on a grocery shopping tour. That the pain can be eased somewhat, if viewed as a "Spectator Sport", is the purpose of this story.

Working without flash, and with the aid of a high-speed film, Photographer G. S. Bush captured this candid report last weekend at Purity Store, Carmel.

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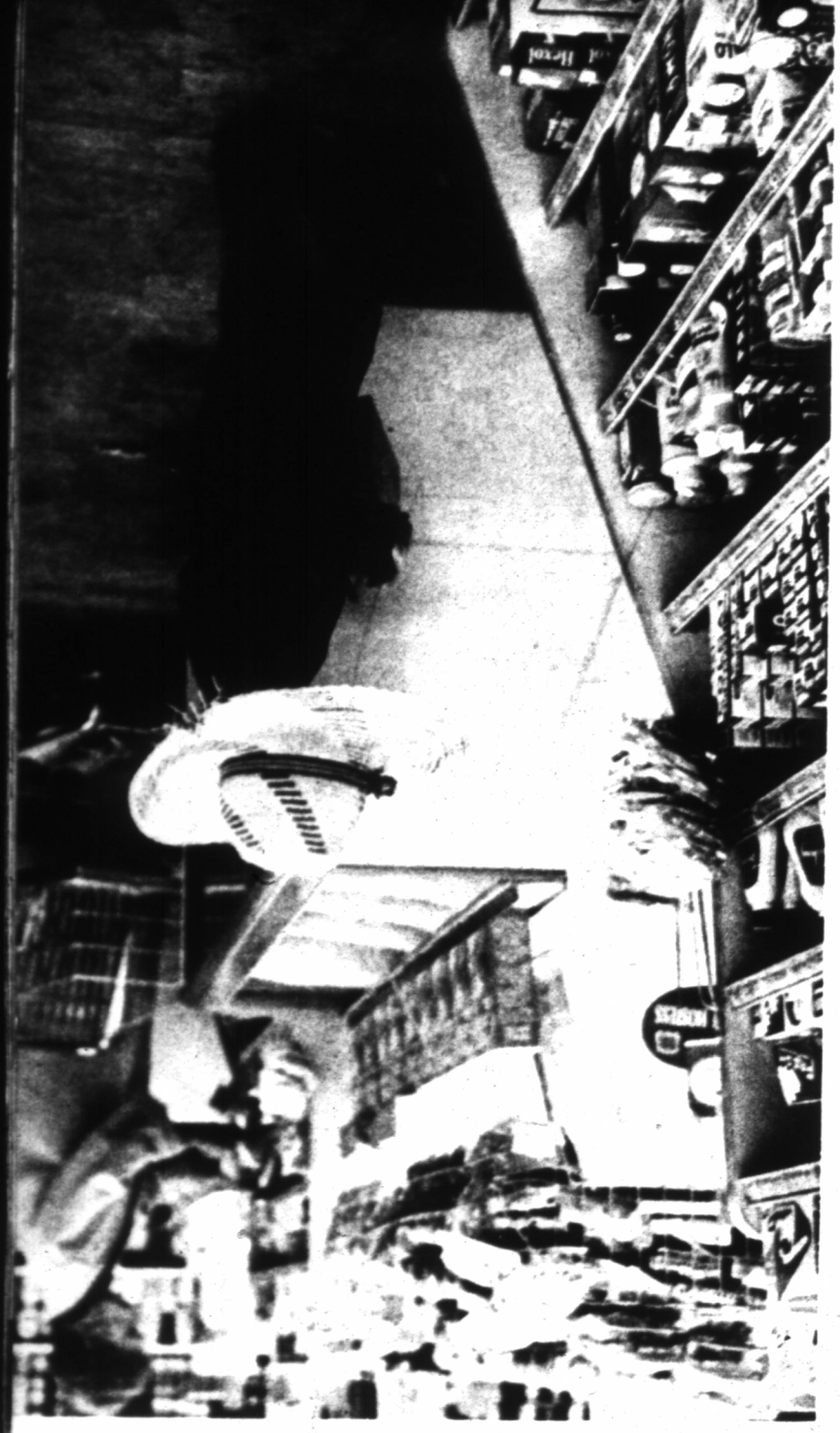

Sunshine
KRISPY CRACKE

Sunshine
SALTINES

BOTTLE KING

IT'S FUN TO MAKE

by G.S. Bush

● Folding money and A. Claire Bigham, the cork and bottle king of Monterey County, have an irresistible attraction for each other. Though at the outset Bigham never expected to accumulate unusual amounts of it, he did pile up several million dollars. Now 61, he expects confidently to stack the pile even higher, not because he needs it but because it's fun. But, fond of the good life, he says he wouldn't risk what he has for the sake of doubling or tripling his fortune.

Surprisingly, A. Claire Bigham (the A. stands for Allen) reached the rarified altitude of millionairedom without being a joiner, without getting involved in politics, without developing arteriosclerosis over high taxes which he thinks are a necessary evil. He did it simply by putting to constant use his shrewd instinct for timing the purchases and sales of various kinds of businesses.

Throughout his life, even when he had his finger in 14 different pots of gold at the same time, he treasured his home life above the usual social antics of big money boys. As a result, though he is highly esteemed by Dun & Bradstreet, he is not well known by the newspaper reading public. Even most of the other Monterey County movers don't know too much about him.

Bigham rules his far-flung empire of business interests from his walnut-paneled office in the Salinas headquarters of the Cork 'n Bottle chain at 310 Monterey Street. He shows up, neatly and conservatively dressed, at 9 a.m., raring and happy to attend to business. He leaves, equally punctually, at 5 p.m., raring and happy to go and enjoy his home life. He drives his Cadillac to Monterey Park, Salinas' most exclusive new subdivision, where he has a three-year-old, 13-room, $250,000 house. He has dinner with his 36-year-old wife (his second), then settles down to TV, current news magazines or a murder mystery. He is in bed by 10.

This healthy routine, interrupted annually by fishing and hunting vacations that last anywhere from three weeks to six months, is reflected in the healthy, optimistic look and outlook of Bigham, the busy executive who never raises his still slightly drawling Texas voice.

He sits, ruddy-faced and tanned, behind his long and wide, almost ping pong-table-size-desk, and peers open-mindedly through his tinted glasses at all comers. His far-sighted eyes, when he takes his tinted glasses off, are brown. His greying hair, thinning a little, is neatly barbered. His 5'9, 168-pound frame is equally neatly encased in an expensive white shirt, expensive conservative custom-made suit and spotlessly polished shoes. Most of the time he wears a conservative bow tie. His hands are manicured. He wears no jewelry.

Altogether, sitting beside his special gilded telephone which PT&T gave to this special gilded customer and stockholder a little while ago, he looks exactly what

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A MILLION BUCKS

he is: neat, conservative, wealthy and successful.

One would never believe, except for occasional grammatical lapses in his speech, that this gentleman did not attend one of the better schools. Bigham makes no attempt to hide his humble upbringing. "You've probably noticed," he says, "how I talk. I never went beyond sixth grade."

Bigham was born in Hampstead, Texas. His father, a barber, died when he was eight. His mother had to bring up four children alone. "She had a real rough time."

Bigham went to work in the oil fields at Coalinga, California, when he was 14. He became a machinist. Then World War I came. He joined the Army and earned a commission. After the war he went to a small business of his own, a tobacco retail shop in Stockton.

"I just wanted to make more money than a wage earner," he says. "I was always ambitious to get ahead, but I did not then expect to become wealthy. Even now I never think of myself as wealthy. With my good health and good luck and the help of the Lord I was able to do well. I never get over the fact that I give thanks for my blessings."

The blessings were many.

He expanded his tobacco retail chain to other communities: Westmoreland in the Imperial Valley, Wasco in Kern County, Gonzales, and finally to Salinas in 1929.

His Salinas store was at 131 Main Street. "The depression come along. There was months I couldn't pay my rent in full. The landlord of the building, the lessor, helped me through by reducing my rent until the depression was over."

Bigham weathered the depression, and he has never forgotten what his landlord did for him. Now a landlord himself, he goes in for minimum rents and percentage leases, an arrangement whereby everybody makes money when times are good, and businesses have a chance to survive when the going is rough.

The morning of April 7, 1933--the morning prohibition drowned in beer--Bigham's Salinas tobacco store was open at daylight, and Bigham was ready with the brew. It was the first bar to open. His customers stood in line for half a block "and I stood behind the faucet and kept dishing it out."

In the years that followed, Bigham disposed of his remaining cigar stores and bought several other bars instead, in Wasco, Tehachapi, Monterey (The Kentucky Derby), Elko, Nevada, and in Salinas. In 1940, with an extra $10,000, he bought the building at 131 Main that housed his original Rodeo Bar for which he hadn't been able to pay full rent a few years earlier. He only sold the building in recent months.

"The bar business was good through the war and for a while after it," Bigham tells, "but it began to slow down in 1948. My better business judgment told me to get out. I was right. Bars, now they are a dog."

So Bigham sold all his bars and, on "business judgment", went into the package business instead. He was right again. His original Cork 'N Bottle, started in 1948 on Lighthouse Avenue just outside dry but drinking Pacific Grove, grew into a chain of seven stores plus two other package outlets in Salinas that do not bear the name of the chain.

"We started the business on Lighthouse," says Bigham, who keeps cigarettes on his desk for visitors but does not smoke himself, "because we thought it was a good location. We found there was more package liquor sold on Lighthouse than anywhere else around here, and we felt we could compete with the six or seven stores that were there before us. It isn't our most profitable location today; Carmel is, but we tested our package business there and the test convinced us to expand."

Within the next six years Bigham uncorked the other bottles on North Main in Salinas, on Ocean in Carmel, on Forest Hill above Pacific Grove, at Clay and Lincoln in Salinas, on Fremont in Monterey and Watsonville.

The Cork 'N Bottle business grosses over $1 million a year. The Carmel store, managed by Rex Lincoln, is the heftiest grosser of the lot--about $280,000 a year--which reflects either good management or Carmel's subconscious ambition to oust Virginia City as the highest proof town in the country, probably both.

(Bigham himself only drinks Scotch and water after 5 p.m., moderately, and likes good wine with his dinner.)

While his liquor store chain grew, Bigham was involved in several other business deals, including ranching and shipping vegetables--he finally sold his 1100 acres north of Salinas a few years ago--and the hotel business. In association with a gentleman named R. C. Ellis, he had purchased the Mayer Hotel in Elko, Nev., the largest hotel in eastern Nevada. He changed its name to Stockmen's Hotel, left Ellis in charge as the managing partner, and sold the hotel two years ago for $1,500,000. He had paid $115,000 for it in 1944. "My better business judgment," he says, "told me to get out, just like with the bar business."

This business operation, like Bigham's other interests (he had silent partnerships in such establishments as Army surplus stores, barber shops and drug stores), was performed with capital gains in view, the only way to make real money in these taxy times.

Not so, however, the Cork 'N Bottle chain or the Sherwood Gardens Shopping Center, Bigham's latest project, which, he says, he will leave to his heirs for a steady income.

His heirs are his young and active second wife, Alice (his first wife died four years ago after 25 years of marriage), and his son, A. Claire Bigham, Jr., a tall and handsome young man, married and with a small son of his own, who is now learning the package liquor business from the ground up.

As a result of his various operations, Bigham currently figures his worth at $2,000,000. In addition, his son is already wealthy in his own right, having inherited

(Please turn page)

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A MILLION BUCKS

(Contd. from preceding page)

half of his mother's community property estate, and having been the recipient of annual chunky gifts from his father who is thus able to set up, in effect, a husky estate without having it robbed by the government upon his death.

Despite his employment of this legal and perfectly ethical way of avoiding high inheritance taxes, Bigham is an unusual businessman in that he feels "taxes are damn necessary even if they sometimes annoy me." He is also unusual in that he admits having voted for Roosevelt two times and says, although he is now very satisfied with the way Ike is running the country, that politicians of either party aren't much good: "They'll say anything to get the other guy out of office." Bigham has never joined a political party or worked in a campaign, nor has he joined any clubs, other than hunting or fishing clubs which have a practical purpose for him.

"I never believed in that," he says. "I figure a person can get through on good business tactics and business practices."

Not that Bigham is a recluse. He can shout a hearty, "How are you, Jim?" through his office door with the best of them, but the funny thing is that with Bigham you feel that he means it.

Bigham's latest big capital gains project is the subdivision of Sherwood Gardens, a tract of 200 homes in the $10,000 to $15,000 range, which he is working in partnership with F. V. Hampshire, a successful Salinas contractor who opened up Monterey Gardens, and also built Bigham's own home.

Hampshire, who is now--somewhat shyly--in real big business for the first time in his life, is Bigham's first partner who had some money of his own when they joined up together. Usually Bigham's partners were men with ability but no cash, sometimes starting out their work for Bigham for $3 or $5 a day, and Bigham is happy and proud with the fact that he made millionaires out of two of them.

Adjoining the growing tract across the highway from the Salinas Rodeo grounds and smack in the center of an area of 40,000 people that is rapidly growing and expects to reach the 100,000 mark in maybe about 25 years, Bigham and Hampshire this month started building their Sherwood Gardens Shopping Center, a rustic development for which eight businesses, including a 15,000 square-foot supermarket, have already signed up.

Bigham being a pretty shrewd customer, his choice of this site, combined with his having unloaded all his Salinas main street holdings, is another testimonial to the Salinas outward-directed growth trend.

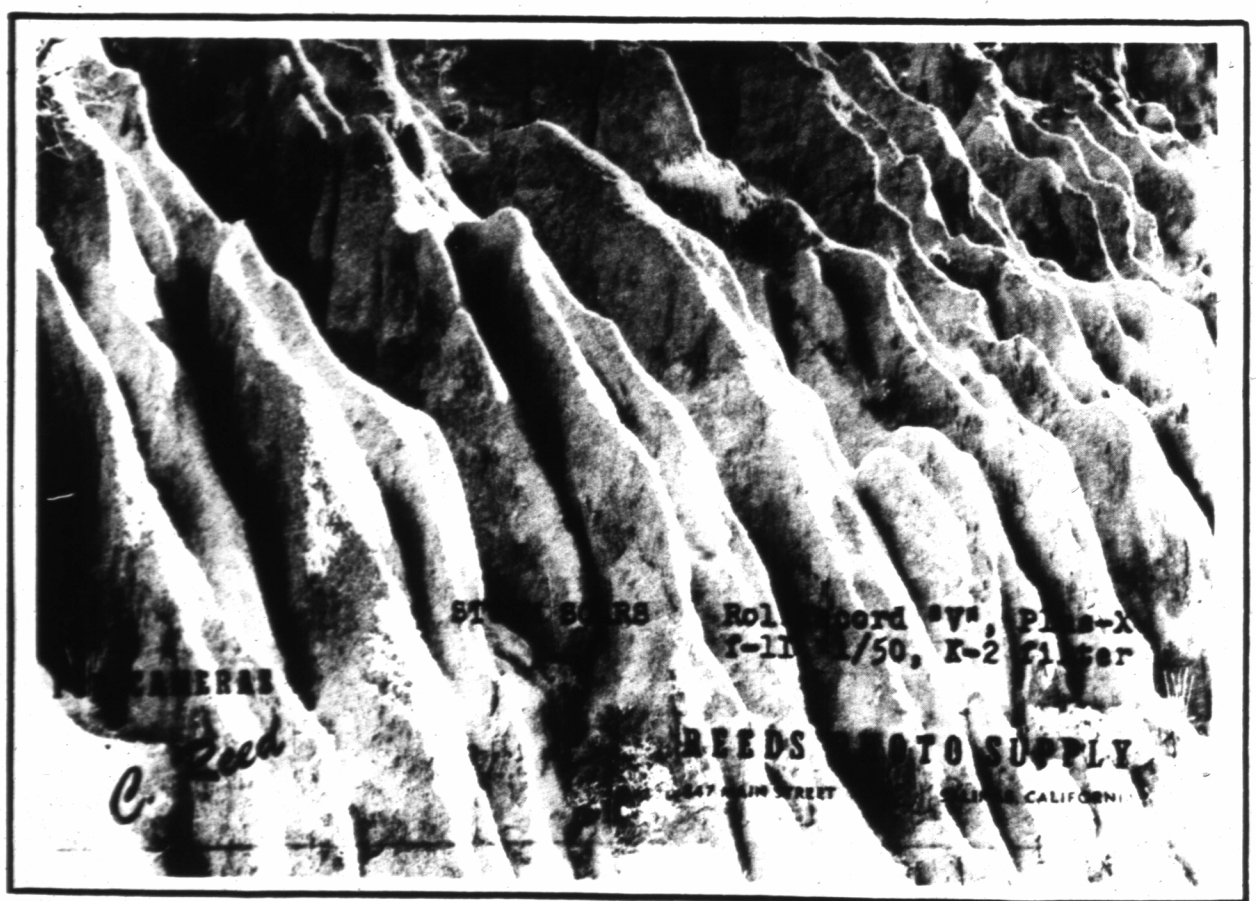
"This area," says Bigham, "has one of the brightest futures of any part of California that I could think of. It can't miss with the manufacturing potential due to Moss Landing, climate conditions favorable for year-round operations, the accessibility to rail, water and highway, and being an ideal place to live."

Overall, Bigham figures national prosperity is going to continue. "We are going to have soft spots in it, here and there, and I believe every businessman should have a reserve. Any businessman who cannot stand a dip is going to be in trouble, and the man who overextends himself is going to be the first in trouble."

Bigham, who would rather keep his $2 million than make $4 million, has no intentions of overextending himself, though he is still looking around for investment possibilities. He has his eye on a certain Carmel business block for development, and on a recent trip became intrigued with putting up housing tracts in Hawaii. "I damn near bought a hell of a good piece of property, but it was in trust and couldn't be sold. I'm going back next spring and look into it some more."

Bigham, still strong, with most of his own teeth, and in good health ("that's what my doctor always tells me"), has no intention ever to retire. He enjoys business too much.

And outside business hours, he leads a kind of life he now feels he can afford. He goes hunting and fishing to Alaska, British Columbia and Idaho; travels in Europe; visits Hawaii; maintains two homes (one in Arroyo Seco, 40 miles south of Salinas), keeping both staffed permanently with two servants apiece. He drives two cars, the Cadillac and a Buick stationwagon, always stays at the Waldorf in New York, and "when I eat in a dining car I don't have to worry about the prices, and I don't think about spending money because I've earned it. I never felt the world owed it to me but now that I've earned it, I certainly mean to enjoy it."



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DESERTED

by Eric Barker
Photos by Wynn Bullock

Everything in the house was like the kitchen door
the wind blew half-way open, waiting
for wind to blow it shut again.
Everything in the house was like that:
half-open or shut; falling asleep

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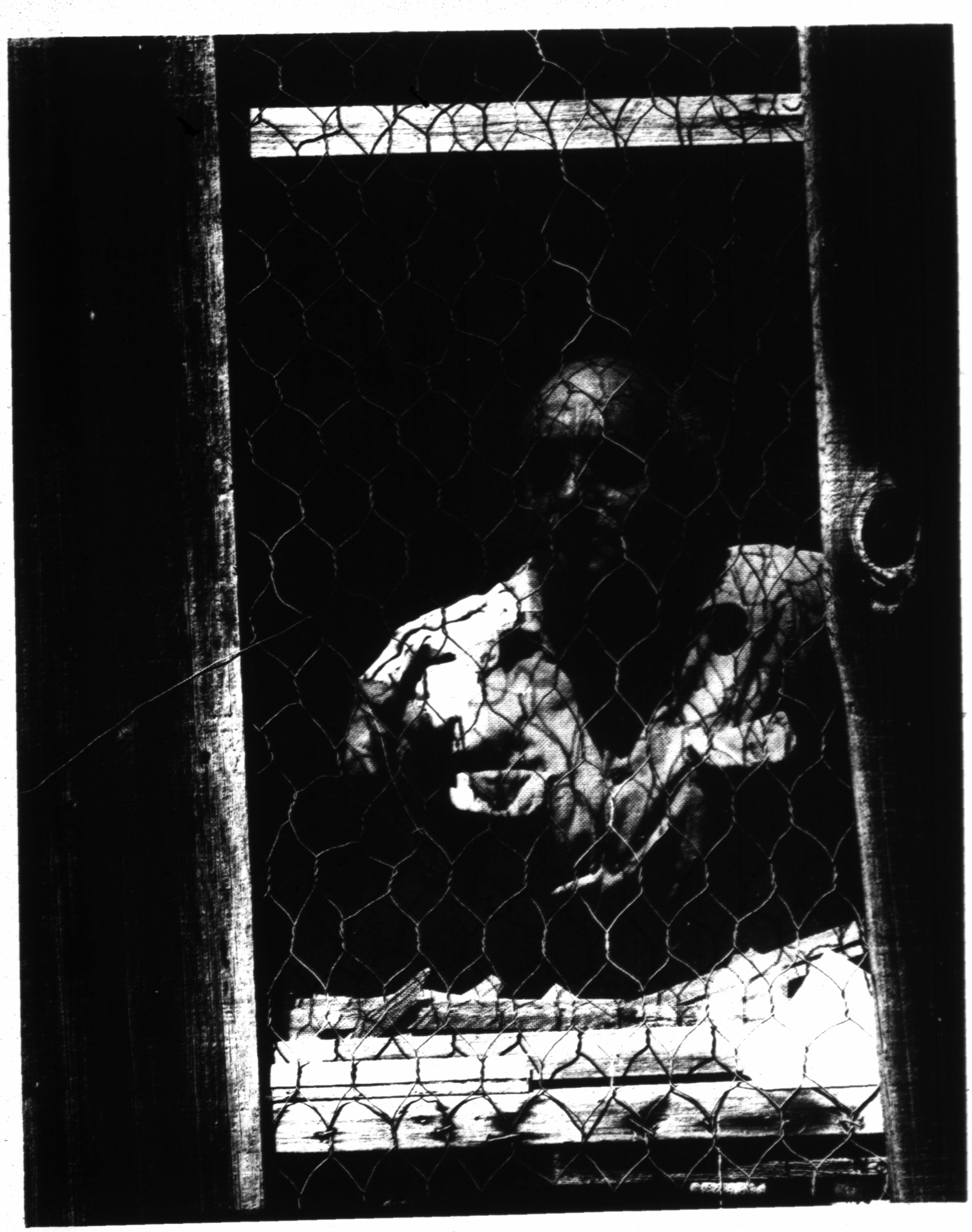
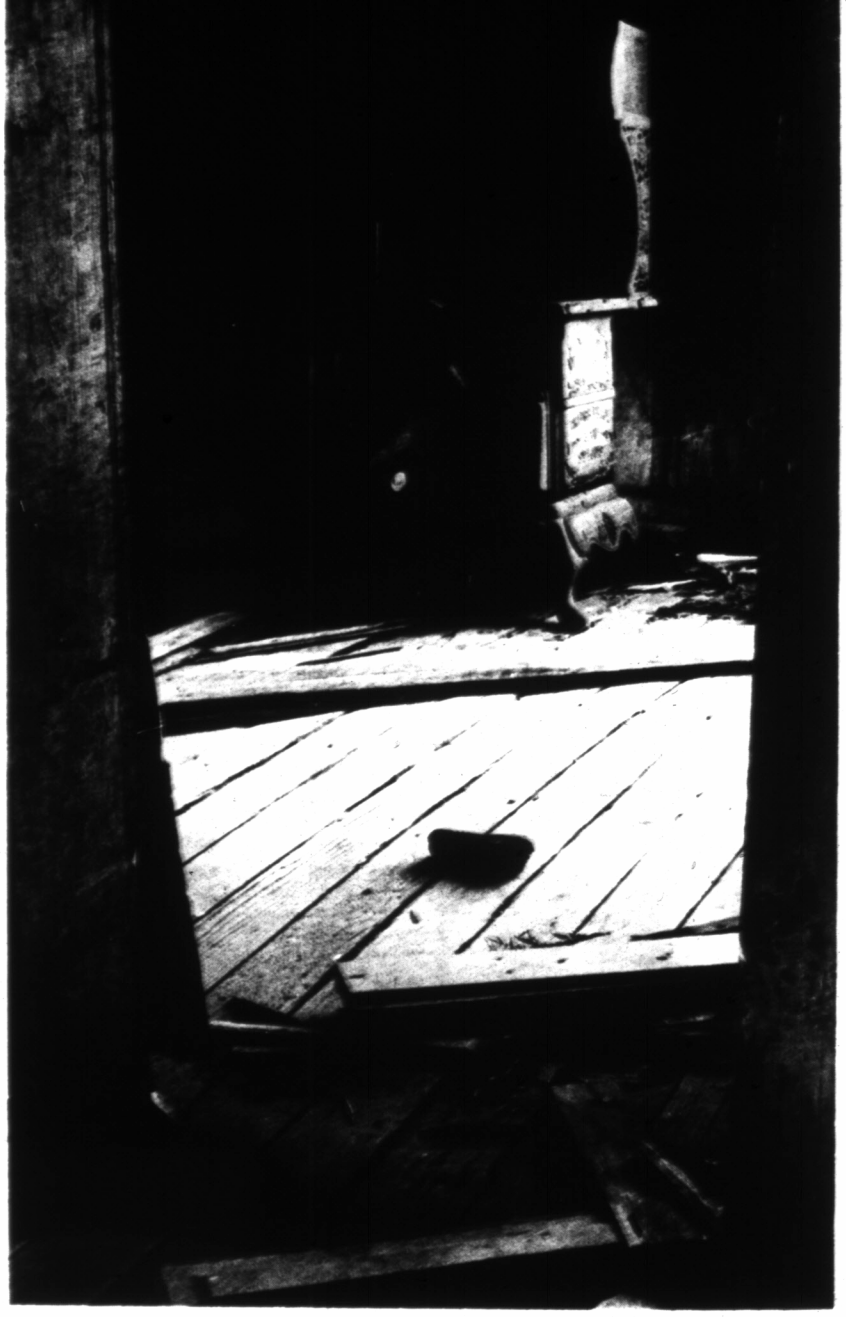


DESERTED

(from preceding page)

or sleeping; everything in the garden
either dying or dead. But when the wind sprang up,
that hollow shell was full of sound
as a conch is of the sea;
the rotting curtains and the dusty webs
swaying in the same wave
as the dead flowers in the garden.

I came upon it first on such a day
and stopped to look in through a broken window,
and the wind rushed in behind me,
scouring it like a bell,



and poured out through the other side
flattening the wild oats in the opposite field
with its broad and whistling scythe.
And I went on, not caring for that sound,
though I love the wind as well as any man
close-lived to wood and fields,
and often lie awake at night
simply to listen when it walks the roof,
or lets me know it's in the chimney,
or stroking the backs of the nearby sleeping birds.

<u>But that wind had a different sound.</u>

I cannot tell you how it filled the house
unless you've wondered how Niobe mourned.
It made me think of those who lived there once,
who must have chosen such a cloud-loved hill
for what to them was seeming permanence.
And what ill circumstance had tripped them up,
and set against the walls those smouldering fires
that eat a house to death with shameless wounds.

POEM was inspired by abandoned house near Coast Highway south of Big Sur. Big Sur Poet Eric Barker is the face behind the screen door in introductory, mood photo by Wynn Bullock.

RANCH HOUSE is headquarters of Hastings Natural History Reservation.

NO MAN'S LAND

THE AGE OF

There's an 11-mile-long fence in Carmel Valley that divides the world as it is today from the world as it would have been if Adam hadn't whistled at Eve.

Inside the fence are 1,640 acres of no-man's land where, for the last 28 years, nature has been allowed to take its course without human interference.

In our crowded, busy world such things never happen by accident and only rarely by design: here the design was that of the Museum of Vertebrate Zoology of the University of California. It's purpose: study.

The other day we violated the sanctity of this preserve and set our very human foot inside its gates, peering around cautiously for mountain lions and rattlesnakes. We didn't see any. We did see, however, Dr. Jean Linsdale, the 53-year-old research associate, who is the lord of the creation in miniature.

As might be expected, the cautious, shy, slow-spoken scientist and his much faster-spoken wife, also a scientist, greeted us with considerable reserve.

Dr. Linsdale then took us to his office and explained that nothing very sensational really happens on the reserve. He has been there since Mrs. Frances Simes Hastings generously turned over the acreage to the University Museum in 1937. Prior to that time it had been a cattle ranch. In addition to the land, Mrs. Hastings also foots part of the reservation's bill which runs somewhat in excess of $100,000

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ADAM & EVE DUPLICATED

a year.

Since 1928, Dr. Linsdale said, he and other research scientists have studied the ways of the 200 assorted species of vertebrate animals that live on the reservation.

"We try," he said a little nervously, "to follow certain species, organisms, plants to see what happens to them the year 'round; how they meet their natural challenges; what factors modify their capabilities to meet these challenges. We see their natural response, not what happens to them in a cage."

Dr. Linsdale, who looks more like a farmer with his steel-rimmed glasses and khaki shirt and pants than the popular conception of a scientist, is now engaged, and has been for some years, in compiling and consolidating data collected in earlier years. All this takes lots of time, and, the way scientists look at it, the reservation is still in its earliest infancy.

Already consolidated and printed are observations on "A Herd of Mule Deer" by Jean M. Linsdale and Quentin Tomich which was published in a 555-page tome by the University of California Press in 1953. Another book, this one 642 pages, on "The Dusky-Footed Wood Rat" by Linsdale and Lloyd P. Tevis Jr. was published earlier by the university press. There is also a third work on "The California Ground Squirrel" by a different author. This one came out in 1946 and had 460 pages. More such books will presumably come out if and when they get finished.

"Our object," said Dr. Linsdale, beginning to talk a little more freely, "is to understand the land. Some findings may be put to practical and economic use, but we don't search for them specifically."

After a couple hours conversation we drew forth some more information. Here, then, are some of the things Linsdale and others have found out:

* Spinus Lawrencei likes to feed on the seed of Amsiuckia during nesting season. (A certain type of goldfinch, classified by a gentleman named Lawrence, has a taste for fiddleneck seeds now and then).

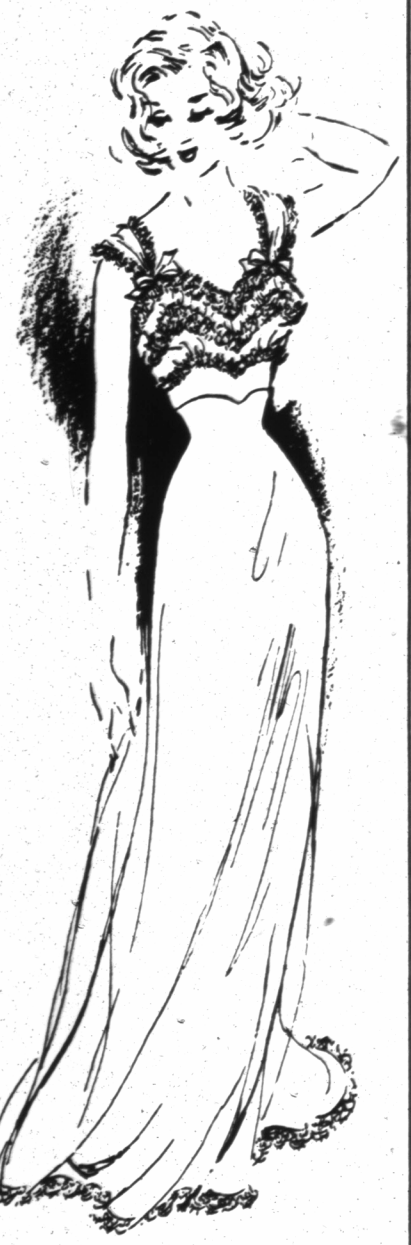
* Like man, deer have a "comfort zone"--a special range of

(Please turn page)

LITTLE WOOD RAT was subject of big book after study at Hastings Wildlife Reservation by Lloyd P. Tevis Jr. (above) of Carmel and Dr. Jean M. Linsdale.

GOWNS

for the Beautiful Dreamer



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THE AGE OF ADAM & EVE DUPLICATED

(Contd. from preceding page)

temperature and humidity that they find most comfortable and thus conducive to move around in. This comfort zone usually occurs in the evening hours; the rest of the time they usually stay in hiding. Said Linsdale: "Most hunters looking for deer don't look for them when the deer are active. They (the hunters) look for them in the early morning, but the deer come out when it's moist and cool in the evening."

• Bluebirds and shrikes tend to congregate near civilization. They need bare spots to look for grasshoppers and other bugs they eat. They can't find them in wild growing tall grass and weeds. Therefore, they multiply with man, diminish in uncontrolled nature.

• Similarly, ground squirrels depend on cultivated land for their livelihood. They live on seeds which they pick off the bare ground, and they can spot their enemies easier in the open. In uncultivated land they die off and are killed off and eaten and are not replaced.

• Deer flourish on cattle range. They cross the wild grasslands to feed on cultivated land. Why? Apparently when the wild grass grows old it becomes unpalatable. But the new grass, where cattle have been grazing, is palatable indeed.

The fence around the reservation is the key to many of the observations, like that of the blue birds and shrikes and the ground squirrel.

"Each species," said Dr. Linsdale, warming up now, makes its own response to the fence. Some species won't come in but go out. Others won't go out but come in." Meadow mice are among the species that prefer life in the raw. So are coyotes and mountain lions. But ground squirrels prefer civilization. Their preference was indeed the most dramatic discovery on the reservation.

"When we first started here," said Linsdale, "there were thousands of ground squirrels here. They vanished within five years."

We asked: "What happened to the ground squirrels before people came?"

Said Linsdale simply: "There were fewer of them." Today, on the reservation, ground squirrels can only be found in the immediate environs of the ranch buildings where the Linsdales and visiting researchers live and do their paper work.

Observations on the reservation, we learned, are made in many ways. Much data is obtained by watching wildlife through binoculars, all the while taking notes on environm ental changes as, perhaps for instance, temperature, humidity, what other animals may be in the vicinity, etc. Some animals and birds are trapped and tagged. Other life, like spiders, are caught and used for research. The reservation, Dr. Linsdale said, has collected and sent out some 140 different species of spiders to entomologists all over the country. Extensive studies have also been conducted on the reservations' true and false scorpions.

After the reservation became a fact, the appearance of the land began to change within a few years. The destiny of all animal life changed with it, some drastically, some almost imperceptibly. Some creatures were influenced directly; others by a sort of chain reaction. Along the fence one could see that the grasses grew taller and thicker. Bright-colored flowers no longer blossomed in the spring as they did on adjacent farm lands. The ranch, itself, started to resemble an abandoned plantation out of a William Faulkner novel.

Today, it's different. With new buildings added, the ranch looks well organized. And the grasses are not as tall as they used to be--sometimes as high as six feet they were--because of the dryness of the last 11 years. "The weather,""said Linsdale, "has thrown us off a little."

Up to date, 57 different publications, ranging from relatively short treatises to the weighty books mentioned above, have been based on work done or collections made at the reservation. Ambitious taxonomists have classified countless new species and types in the area.

Altogether, it seems like a Disney paradise, but photographers are not encouraged to go tramping all over the place since they might influence the natural course of events on the reservation.

"When people come up here," said Dr. Linsdale, "and I find they are truly interested in natural history, I'll spend as much time with them as they want; a day, a week, even two weeks. I find out quickly enough if they are really interested. I ask them: 'Do you have any question on natural history?' When they don't have a question I know they are not interested. When they have a question I try everything possible to answer it." He added, somewhat dejectedly: "Usually they don't have any questions, and then I don't pay any attention to them."

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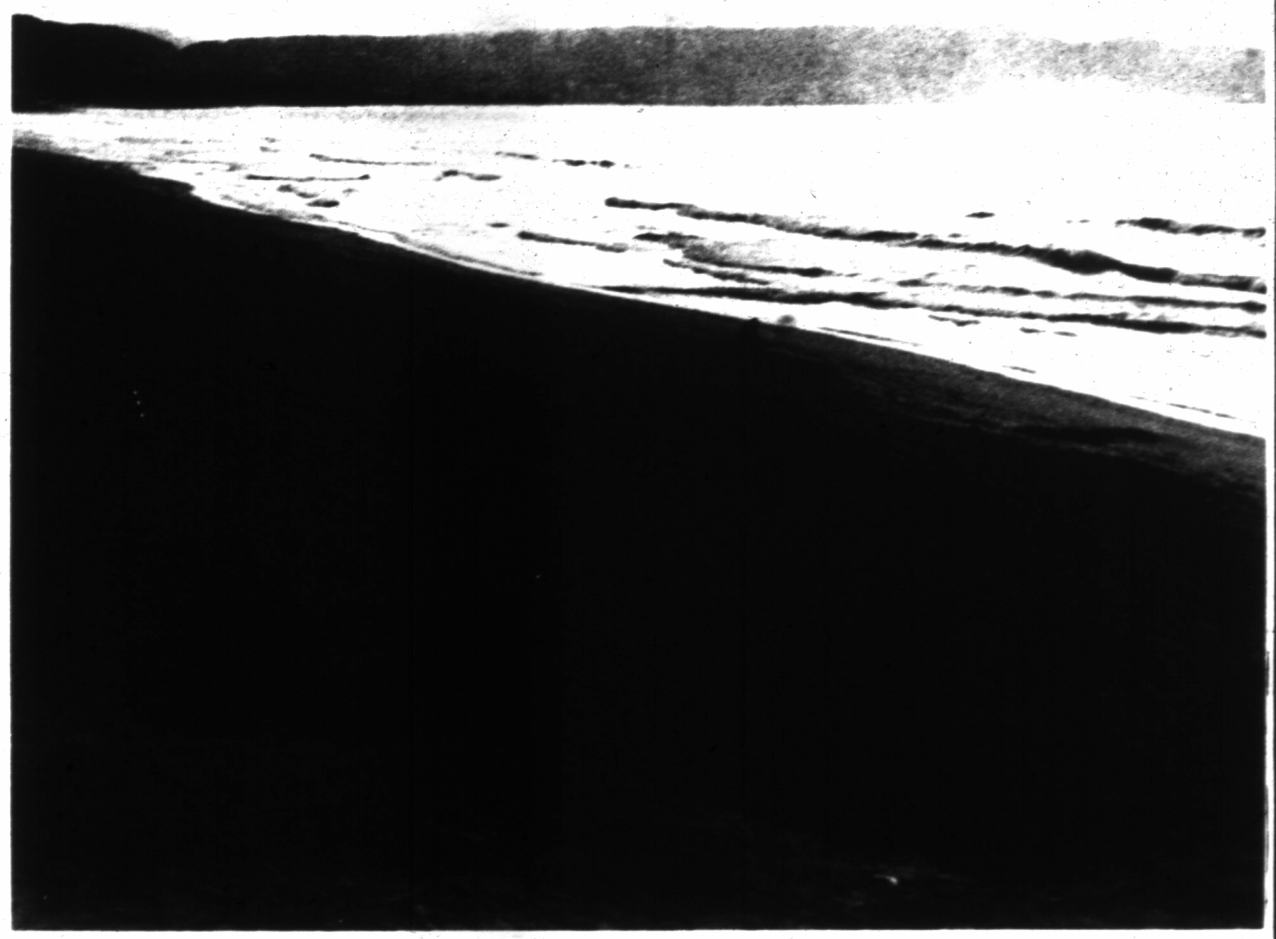
DAIRY LUNCH

Seaside 1955

URCHIN WITH MUSCLES



LONE FISHERMAN sits on Seaside's vast beach, waiting for a nibble in the surf. It's a gloomy day, but it isn't just fog that keeps Peninsulites away from this shore. On sunny days the beach is almost equally deserted. The sea shore here, though one of the biggest and most beautiful beaches in the area, is neglected and forgotten. Garbage litters the terminals of the roads leading to it. It could still be turned into a fine picnic and recreation area.

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While its well-to-do neighbors slumber on in smug serenity, Seaside--the poor, looked-down-on cousin on the other side of the tracks--is slowly but surely "stealing the thunder" from the higher priced communities on the Monterey Peninsula.

Until recently nothing much but a jack rabbit's paradise with a few tumble-down shacks to relieve the undulating brush-flecked monotony, Seaside today is the fastest growing area this side of Salinas.

Real estate values have spurted and are still rising. Residences and new businesses are popping up all over the place. And, although the community, despite its recent partial incorporation still lacks cohesion and pull-together loyalty, there are few forward-looking businessmen and movers in this neck of the woods who won't bet that it'll soon be the number one money town on the Monterey Peninsula.

The city of Monterey itself, the town that has managed to miss the boat almost every time, already feels the squeezing economic vise clamped upon it by the rejuvenated Carmel area on the one side and the still sleepy-looking but muscular Seaside on the other.

Seaside is young; barely in its adolescence. And it still has the rough-and-tumble virility, sometimes misdirected, the other communities here have long outgrown or perhaps never even possessed.

Like a pimply teen-ager, Seaside still looks a mess.

Its limbs are thrown awkwardly in all directions. Its inherent power is still dissipated, waiting for someone to come along and give it single-minded direction and purpose.

Its streets are lousy to middling. Its business sections are scattered. Some of its residential areas have an atmosphere that borders on the slum-like. Shacks and shanties rub shoulders with nice, middle-class homes. Even paint jobs that might do the trick in giving some of the streets outward respectable conformity are neglected.

Seaside's inexperienced Councilmen are like badly brought-up children, and four of the five elected officials are currently awaiting recall elections after only one year of tenure.

But already its four-mile incorporated area has a population of nearly 17,000, with another estimated 6,000 in the communities that fall within its zone of influence: a population exceeding that of Monterey Proper.

There are well over 300 businesses, including more than 200 retail establishments. There are 25 retail food outlets, 35 general engineers and contractors, 19 realtors, 17 restaurants, 12 bars and cafes, 16 laundries and cleaners, 13 wholesale jobbers, 16 barbershops and beauty salons, 5 trailer parks 9 motels and nearly 50 automotive service businesses, including filling stations.

There are already 7 off-sale liquor stores, 29 establishments licensed for coin, amusement and juke boxes and 13 wholesale and jobbing outfits, but the professions still lag: five doctors, three dentists and four attorneys make up the Seaside complement.

Similarly underdeveloped at this date is Seaside's somewhat limited industrial potential. Within the incorporated area there are only two manufacturing companies, one making mattresses and the other pottery, and there is room for plenty more: not big organizations, for which the acreage is not available, but light industry like plastics and electronics,

(Please turn page)

URCHIN WITH

(from preceding page)

employing maybe about 50 people.

Monterey County Industrial Development, Inc., working closely with the still amateurish Seaside Chamber of Commerce, is trying to get such industries located in the community. It's a good bet that they'll come.

There are many men walking around Seaside in frayed trousers and cheap shirts who are hanging on to property that will make them well-to-do in the not too distant future.

It's a town that's still got a ground floor to get in on today--but it won't have it much longer. The guys that managed to climb in the basement already made their dough.

• • •

Anyone who has driven through Seaside in the last few years--and almost everyone has since it's right on the way between Monterey and Highway 101--will be surprised at the following facts:

As late as 1940, Seaside lots went for as little as $2.50 at tax sale auctions.

In the 1930's, most lots were available for around $15. They now sell anywhere from $250 to $750, and the lower-priced ones are hard to find.

During the depression, a large number of Seaside 25-foot lots (2 would be necessary today for a residential building site) were given away as come-on door prizes in movie houses all over the country.

In 1940, Seaside electrical contractor Ed Hawes bought a Fremont 40 by 120 lot for $10, and the corner of Fremont and Broadway (where the Del Rey Theater now stands) for $40. Fremont business property is now worth about $200 a frontage foot and up. Hawes sold his corner lot for $600 a few years after its purchase, but last month the property next to it was sold for $30,000.

And here's a slight shocker:

Before entering World War I, the U. S. Army held maneuvers in Seaside. They set up heavy machine guns on the corner of Broadway and Del Monte (already "streets" at that time) and test fired them 2,000 yards up Broadway through what is now an expanding business and residential area, in fact the street that has a good chance of becoming Seaside's big retail center.

All this may surprise you, but nothing that has happened to Seaside so far and almost nothing that may and probably will happen to it in the future would surprise the late Dr. John L. D. Roberts.

Dr. Roberts, who was close to 90 years old when he died in 1949, was the gentleman who started it

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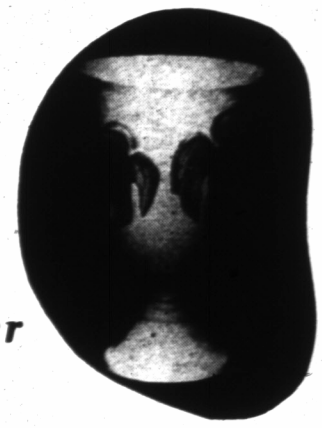

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MUSCLES

tively small site known as Gigling Reservation. The big Fort Ord deal came much later, in 1940, when Tom Work sold the majority of the Post's 100,000 acres to the government. Today, the thunder of the guns resounds in Seaside's city streets; but this is fine, each shot is like money clanking in the till.

And he battled Del Monte Properties for a right-of-way into Monterey, and won. Del Monte Properties, with land originally belonging to the Pacific Improvement Company, then straddled Del Monte Boulevard, the only road between the Seaside area and Monterey. Once a year, Del Monte closed its gates to maintain its rights of privacy. Year after year, in the first decade of the century, Dr. Roberts showed

(Please turn page)

all in the first place. He was a man of vision.

When he came to the Peninsula from his native New York State in 1887, Seaside was pasture land. Vessels put into Laguna Grande as they did for some years to come and anchored to pick up cow hides.

Dr. Roberts persuaded his uncle, J. D. Houghton who lived in Pacific Grove but owned property in what is now Seaside, that some day a thriving community would rise east of Monterey. And so pasture land was subdivided in an area then known as East Monterey and the first Seaside addition.

But nothing happened right away. There were maybe 50 people living in the area, according to Houghton M. Roberts of Monterey who still remembers his father, Dr. John, talking about it. And there weren't more than 50 for a long time to come.

Yet within three years something almost unbelievable happened: the small, scattered community got its own post office. This was due to the intervention of John Wanamaker, the New York merchant who, at that time, was Postmaster General. Wanamaker knew Dr. Roberts from New York. When Wanamaker visited the Peninsula in 1889 he attended a Sunday School session in Dr. Roberts' home. They talked about Seaside. Wanamaker said Seaside needed a post office. Dr. Roberts said he had asked for one but had been turned down. Wanamaker left. Within a few months, an appointment came through for Dr. Roberts as Postmaster of Seaside.

So Dr. Roberts carried mail for a while, presumably stopping now and then to look after one of his patients.

His efforts to further Seaside did not stop there. Serving five years as a county supervisor, he was instrumental in pushing the Castroville road, (then known as the Cauliflower Boulevard) which connects the Peninsula with Highway 101, through the Jacks property by insisting on the public right-of-way established by an old wagon road. That's why the road past Fort Ord is so crooked: he followed the old trail.

He was equally instrumental in the purchase of Fort Ord by the government. The Army had long been looking for a suitable site on the West Coast and Dr. Roberts took the matter up personally with President Theodore Roosevelt. The Army finally decided to buy the land from the Jacks corporation to the east of Rancho Noche Buena, the Spanish grant on whose site Seaside is now located.

The original purchase by the Army involved only a compara-

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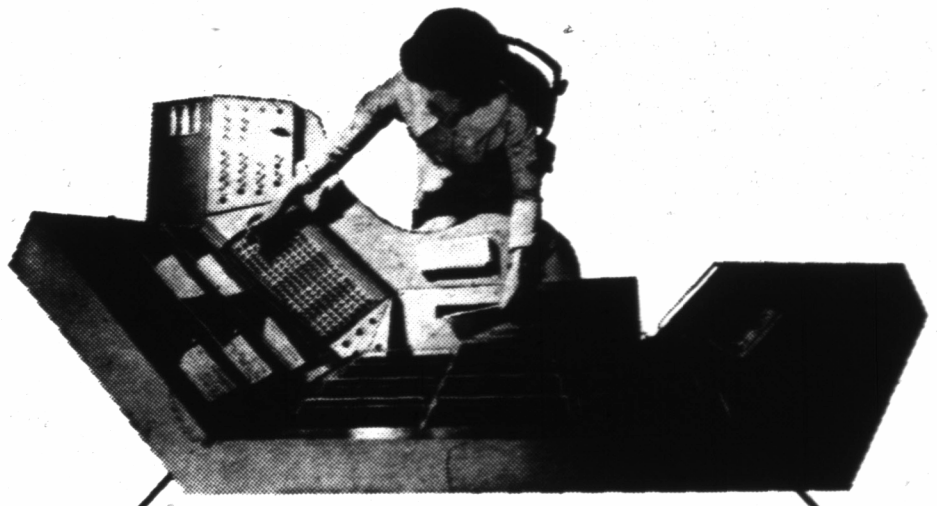

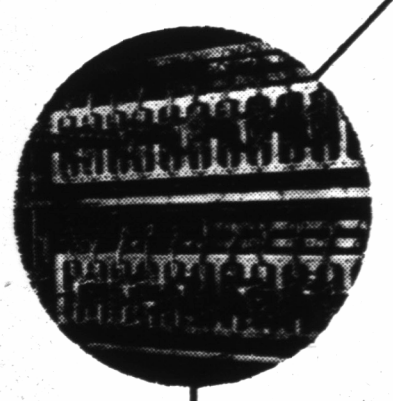

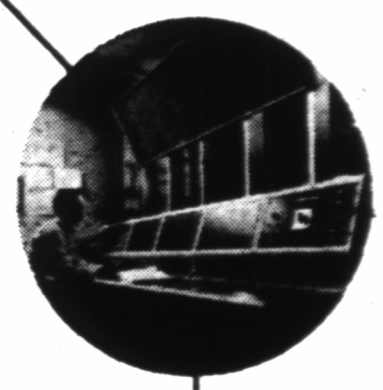

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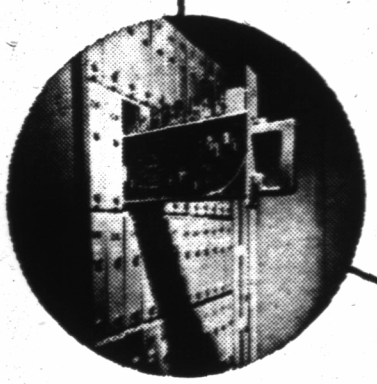

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URCHIN WITH MUSCLES

SEASIDE'S BUILDING continues unabated.

(from preceding page)

up with a few others of the 150 or so Seasiders of the time and broke down the gate on that day in a show of strength. Finally, as supervisor, he dickered with his old friend and adversary, S. F. B. Morse, about the right-of-way for the county and won by putting on tax pressure.

Without these three of Dr. Roberts many accomplishments, Seaside would be nothing today. It needed access. He provided it. It needed an initial reason for existence and a livelihood. He provided that too: Fort Ord. The Army is still Seaside's economic mainstay today.

(Dr. Roberts, the "father" of Seaside, incidentally also sired the coast highway. On a hiking trip from San Simeon to Monterey he originated the idea of a road. He also sparked construction of the road from upper Carmel Valley through Piney canyon to the Arroyo Seco, and of the bridge across Arroyo Seco near Greenfield Dam, opening up traffic between Greenfield and King City. Dr. Roberts horse-and-buggied all over this area.)

After Dr. Roberts put through his subdivision, other Seaside property owners, George Phelps and H. R. O'Brien, also subdivided some of their land. Phelps subdivided the area above Fremont, known as Del Monte Heights, and briefly even operated a street car service along Broadway and into Monterey in 1910 to service the few settlers. But 150 to 200 people weren't enough to keep the one-car line going. The service collapsed after a few months. Phelps, a true square shooter who tried to live up to his promises, had lost a small fortune. He recouped some of his losses in 1917 when the rails were dug up and sold to the government at husky prices.

Seaside now had a black-top road (Fremont) running through it. The First World War passed. The Roaring Twenties came, followed by the Depression. But Seaside was not roaring, and it looked depressive even when it should be roaring with its shacks and windblown pastures where, as late as the late 20's, a large area--Fremont to Laguna Grande between Williams and Maple--was still planted to grain.

Like so many areas of the United States, Seaside found its birth in the blood bath of World War II. One sometimes wonders that businessmen haven't turned F. D. R. into a saint: so many would still be poor if he hadn't wangled the U. S. into the war.

Fort Ord did the trick for Seaside. It helped the rest of the Peninsula too, but it pushed Seaside into prominence.

Here, statistically, is what happened since the early 1940's.

In 1940, the U. S. Census did not list Seaside even as a population area. There were maybe around 2,400 people there, including the section which has since been annexed by Monterey, Del Monte Grove. By 1945, the population stood at about 4,500. In 1950, the census pegged the Seaside area at 10,226. Today, it's close to 17,000.

In 1940, about 500 of the Monterey Unified School District's 1,801 pupils came from Seaside. By 1950, about half of the district's 3,948 youngsters were Seaside area children. Now, in 1955, 3,658 out of 6,674 students in the district--well over half--come from Seaside, a jump of 900 new pupils in two years. There are six schools in Seaside, one of them operating almost totally on double sessions.

In 1945, the total assessed valuation of the Seaside area was $2,376,840. In 1955, incorporated Seaside alone showed for an assessed valuation of $9,299,320; the new Del Rey Oaks, incorporated by itself but part of the Seaside picture, for another $2,080,830, and Seaside unincorporated for another estimated $4,000,000. That's $15 million compared to Monterey's $27 million, but in 1945 Monterey was worth five times as much as Seaside. If this trend continues, Seaside will be worth twice as much as Monterey in 1965.

The Pacific Gas & Electric Company counted 1842 meters for the Seaside area in 1945. In August,

(Contd. next page)

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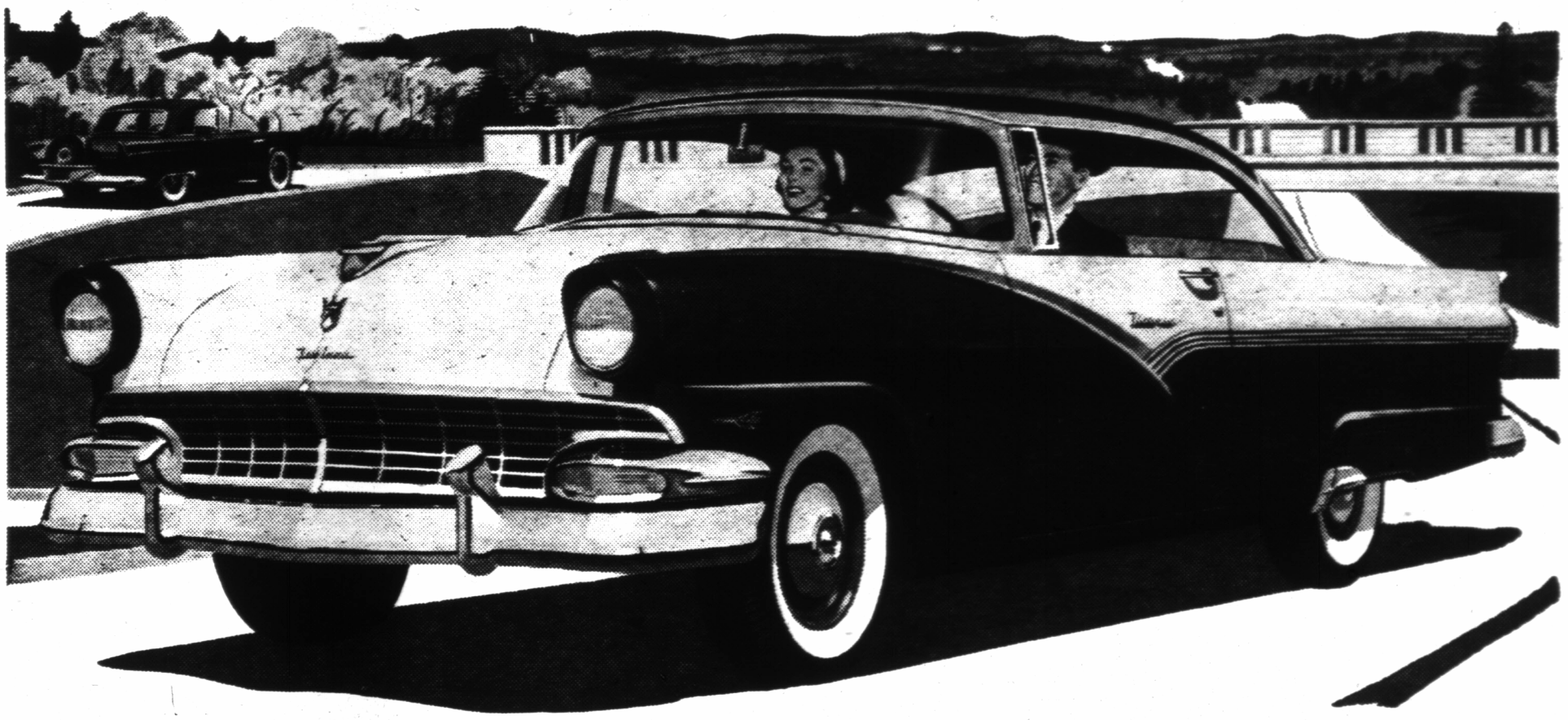

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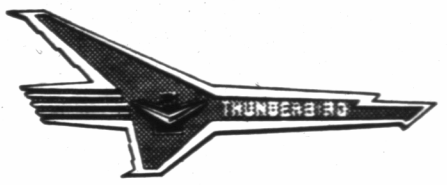

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URCHIN WITH MUSCLES

1952, there were 4090 meters, including Del Rey Oaks, and another 464 in Bay View Park. Today there are 5,887, including those for Del Rey Oaks, Bay View and North Bay View Parks.

According to D. D. Muir, regional manager of the Pacific Telephone and Telegraph Company, there were only around 1,000 phones in Seaside at the end of the war, while now there are around 3,500, including between 400 and 500 business phones. This does not include Fort Ord.

From January through June this year, Seaside merchants reported $11,707.18 in half percent sales and use taxes. This, in effect, meant a retail trading volume of $2,341,436. In July, the retail trading volume was $396,141. This is still far behind the multi-million-dollar retail trading volume of Monterey and Carmel, but if it weren't for Seaside, Monterey's volume would probably be higher.

Seaside Post Office receipts, according to Mrs. Sarah Robbins, the acting postmaster, climbed from $24,875 in 1949 to $75,548 in 1954, are expected to total between $90,000 and $100,000 this year.

• • •

Seaside's rapid growth after the war did not impress Monterey sufficiently to go to work on its annexation. The city was worried about the costs of supporting the new community until it could pay its own way. That was a big error.

But, by the same token, Seaside also did not look properly after its interests.

The community was divided on the issue of independent incorporation, and it still is today.

The division, based largely on snobbery, has deprived Seaside of two important areas and almost deprived if of a third one.

Del Monte Grove, a "nicer" part of Seaside, went over to Monterey in the late 40's. Del Rey Oaks, some 80 acres of middle class residential subdivisions with only one business, a realty, to help foot its tax bill, incorporated independently two years ago. And Ord Terrace almost tried to go its own way before Seaside's incorporation was passed last year by a narrow margin.

"There are," says bulky, mild-mannered Ed Hawes, an electrical contractor who owns considerable properties in Seaside, "a lot of people who look down on Seaside. Some of these people live in Seaside but they don't even like its name. There was even a movement afoot some time ago to change the name."

It is this anti-Seasideism that's hurting the city today. The Council, some of whose members like George Pollock (who runs the local water company and garbage service) had even campaigned originally against incorporation, does not yet seem to know what it wants.

Council meetings have invariably ended up in verbal slugfests about nothing, lacked procedure, politeness and discipline and have ended up in the community being divided against itself. Only one Councilman, G. T. "Sarge" Cunningham, a retired Army sergeant who rarely spoke up on his own, has so far escaped recall proceedings.

Just exactly what the fights were about, nobody has been able to decide, but they ended up in accusations of sell-outs to gambling syndicates, manifestly nonsense and dismissed as such recently by the grand jury since 10 licensed card-table establishments, legal in Seaside as in many other California cities (like King City), are penny-ante stuff to the big boys even if they should keep open after hours.

The adolescent antics were enough, however, to frighten some of Seaside's businessmen, some of whom are already operating under the handicap that too many businesses of the same kind have come to Seaside too fast.

This division, the political squabbles, the business adjustments are only a few of the problems facing Seaside today.

There are many others.

Tax-wise, Seaside is the most expensive place on the Peninsula with all the necessary districts, it costs $6.25 per $100 assessed valuation to own property in Seaside although the city tax itself is now only 53 cents. Del Rey Oaks runs $5.26 to $6.22 in taxes.

Municipally, too, the problems seem almost insurmountable.

Gordon Howe, 49-year-old former Monterey building inspector who is the administrative hub of everything that happens in Seaside --he is chief building inspector, city clerk, superintendent of public works, chief purchasing agent and frustrated teacher of municipal procedure and politeness to the headstrong novice Seaside politicians--is faced by 47 miles of roads, mostly bad; poor drainage, and large areas of substandard housing for which condemnations are hard to get.

Of the city's current $271,500 budget, $112,414 is set aside for public work, and in this sum there is just enough left over for maintenance work on the city streets. A five-year street program for curbs, gutters and paving is in the planning stage now, but nobody knows yet where the money will come from.

Also in the planning stage is a half million dollar drainage project. Again the question is money. And there is talk about condemning large tracts on Del Monte Heights where lots are too small to build proper houses on. All these plans would require much money, large bond issues.

"The only thing we can do about substandard housing right now," says bespectacled Mr. Howe, "is to enforce the unified building code on new stuff going up." He does not think that left-over substandard housing will be cleaned up before the next 10 years.

The police are also up against it.

Chief John S. Davis, 44-year-

SEASIDE in the late 1920's is shown above. Photo below is the same area as it appears today. Top photo is from the collection of Houghton M. Roberts.

old former chief of security of the atomic operations at Portsmouth, O., and later police chief at Palm Springs ("I left because I didn't want to go to work for Samish"), who gets $6,000 a year out of the $77,780 Seaside has appropriated for its 13-man force, has this to say about it:

"We're up against it in several ways. First, we got an unusual traffic problem. Instead of all traffic focusing into a central area in the morning and radiating from it in the afternoon, we have traffic going in both directions, morning and afternoon.

"Then there's a crime problem. Military personnel and itinerant workers at Fort Ord use Seaside as their recreation headquarters. They do a lot of drinking and fighting and we get about a dozen "family trouble" calls a week. Also there are a lot of young fellows in the service who escaped going to jail only by enlisting. That, I think, accounts for most of our burglaries. And then Seaside is a new community, and there are a lot of people who like to test the police to find out just how much they can get away with."

The Seaside police department has chalked up 285 arrests from April through August, issued 1478 traffic citations (not for parking; that's not yet a problem in Seaside). So far they've got 534 reportable offenses on their blotter, including manslaughter, rape, robbery, grand theft, aggravated assault, lewd and lascivious conduct, receiving stolen property and a variety of other tough troubles that the cops in Carmel and Pacific Grove only run into when they read Mickey Spillane.

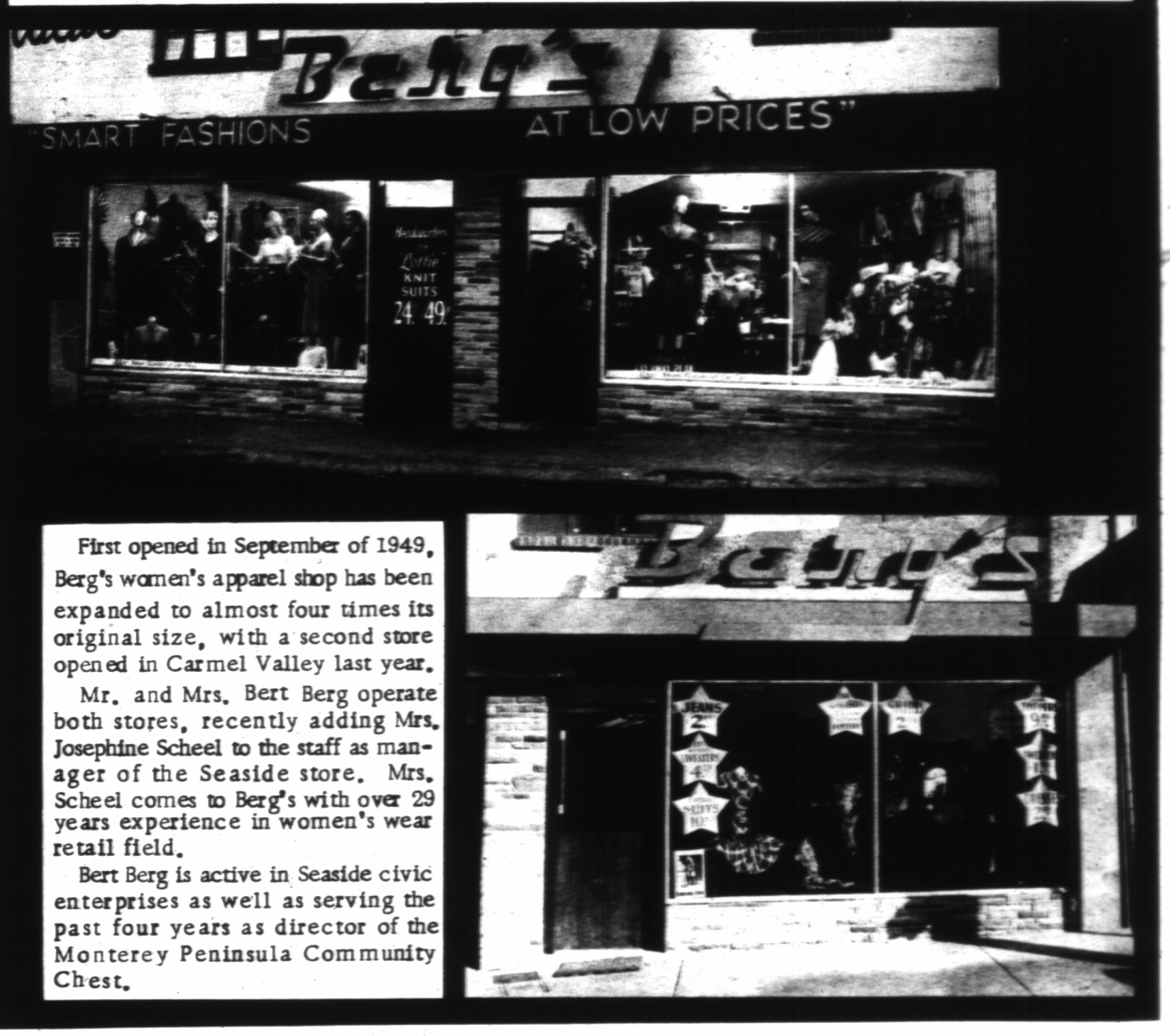
Surprisingly and luckily, though Seaside has a quarter to a third Negro population and a great many whites talk with a Mason-Dixon drawl, there is no racial problem in Seaside.

It is the problem of mixed neighborhoods, however, that is keeping a good many people from buying homes in Seaside, and the fact that this doesn't stack up to democratic ideals doesn't detract from

(Contd. on Page 30)

Berg's

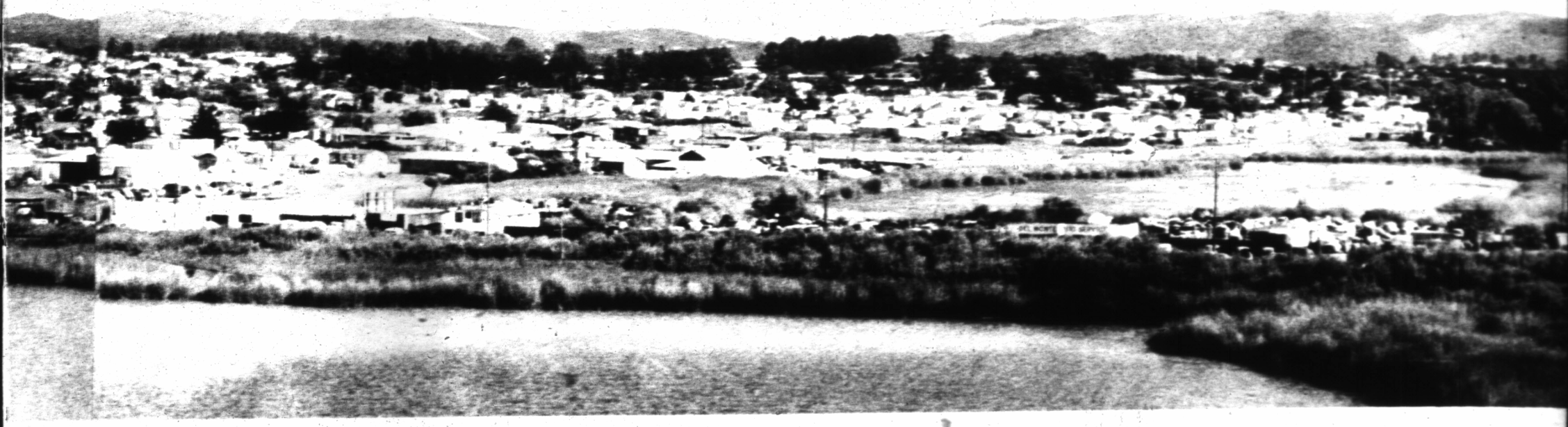
IS 6 YEARS OLD
AND GROWING WITH SEASIDE!



First opened in September of 1949, Berg's women's apparel shop has been expanded to almost four times its original size, with a second store opened in Carmel Valley last year.

Mr. and Mrs. Bert Berg operate both stores, recently adding Mrs. Josephine Scheel to the staff as manager of the Seaside store. Mrs. Scheel comes to Berg's with over 29 years experience in women's wear retail field.

Bert Berg is active in Seaside civic enterprises as well as serving the past four years as director of the Monterey Peninsula Community Chest.



This feature is a continuing series displaying the current work of local artists and craftsmen.

The Spectator-Journal, in sponsoring this feature, has as its aim furthering the work of the local artist, and alerting the County to one of its biggest assets.

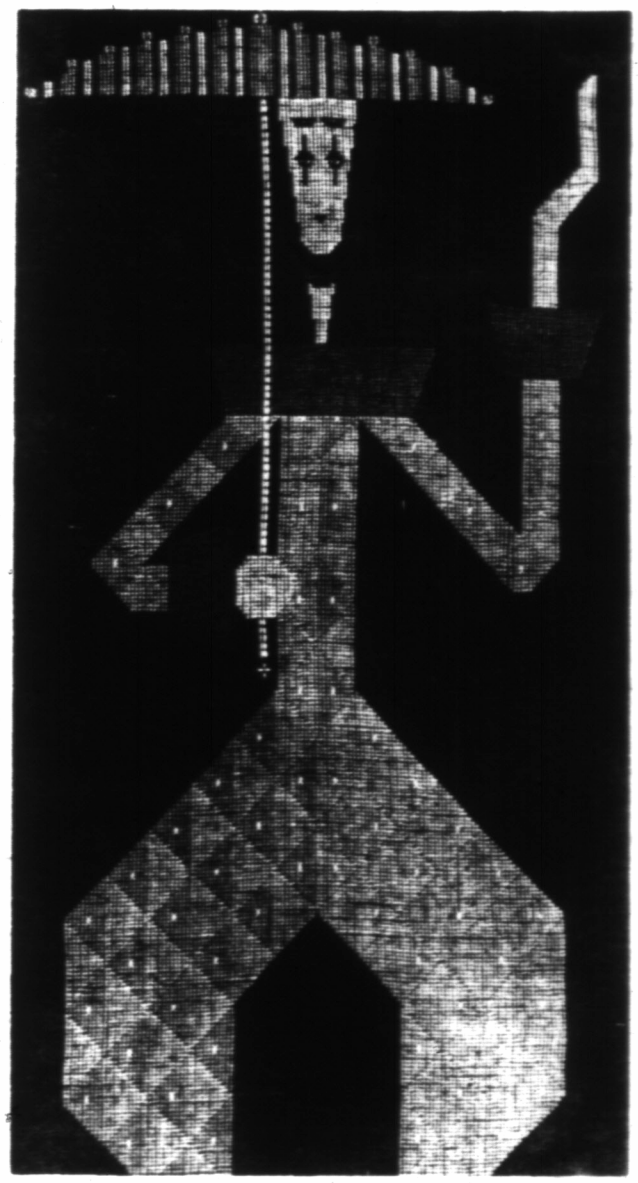
The selection is made by a Spectator-Journal panel consisting of Donald Teague, Saturday Evening Post Illustrator, and internationally famed painter; Feg Murray, cartoonist; John S. Donovan; and Spectator-Journal Editor-Publisher, Thorne Hall.

The outstanding painting by Teague was voted into this month's selection by the panel over the objections of the painter. The panel's verdict was based on the conclusion that it was too good to by-pass despite Teague's association with the selection panel.

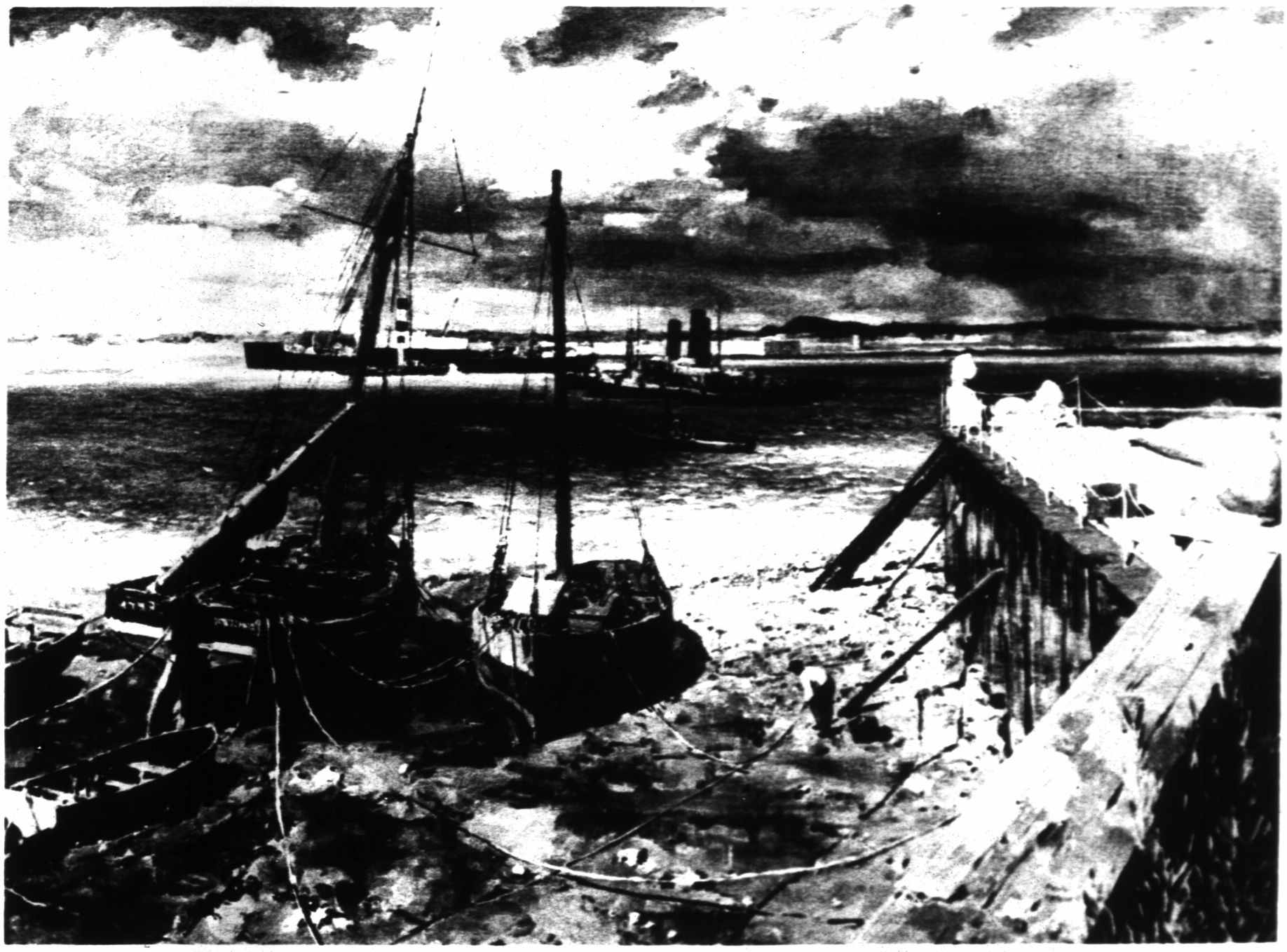
Photos by Ralph Hamilton.

"LITTLE GIRL" (left), by Nicholai Fechin, can be viewed at the Carmel Valley Art Gallery. "Ballet Dancer" (below) by Roy Martin of Carmel, can be seen at the Carmel Art Association Gallery. Sculpture (lower left) by Preston Prescott of Mrs. Charles Manning and daughter can be seen at the Pebble Beach Gallery, Pebble Beach.

"CLOWN" (right) by Richard Bell of Monterey, is a weaving of burlap and is showing at the Pebble Beach Gallery. "The Good Pipe" (left), by Monterey Artist Abel Warshawsky, can be viewed at the Carmel Valley Art Gallery. Warshawsky also has a one-man show at the Gallery and Craft Center, 220 Oliver St., Monterey. "Gravesend Reach" (below) by Donald Teague of Carmel, can be seen at the Pebble Beach Art Gallery.



SPECTATOR GALLERY - OF THE MONTH



URCHIN WITH MUSCLES

(Contd. from page 27)

the harsh reality.

New subdivisions coming into Seaside have safe-guarded themselves as much as possible with deed restrictions, and 143 homes soon to be built around Kimball Avenue in various tracts will be a far cry from Seaside's traditional mixed atmosphere.

Building all over Seaside is proceeding at a remarkable rate. Building permits totaled $242,000 in June, jumped to $341,500 in July. The two months' permits covered 62 new dwellings, far more than in any other part of the Peninsula, four new commercial buildings and 43 alterations. Also a church, which will bring the community's altars to 27.

Most people living in Seaside are renters even today. Because of the large military population, as well as civilians working for the services, there is a great turnover in population, and a resultant lack of interest in civic matters, a handicap also faced by Monterey.

But if it were not for the turn over, it is doubtful that much property would be for sale in Seaside. Most old-timers are hanging on to theirs. As it stands today, two-bedroom homes are available for $7,800 to $12,000 (shacks go for a little less) and lots in subdivided areas sell for $1,500 to $2,000. In the older areas most lots run around $350 to $400.

Del Rey Oaks, which borders both Seaside and Monterey, is almost all built up with homes ranging in price from $11,000 to $14,000, with a $12,000 average. There are a few lots left within that incorporated area which is set up for about 465 homes, 35 acres of park area, a church, and a four-lot business zone. Del Rey Oaks hopes to expand into Del Rey Canyon, but even so it will eventually face the problem of several residential communities of its kind: taxes will have to go up as property values depreciate since there is no business to take up the slack. Eventually, it is quite probable, Del Rey Oaks, will join Seaside.

In Seaside proper, the bigger property owners include Homer Spann, C. C. Briggs, Fred Mitchell, Hawes and George Pollock. Arthur J. Metz, once a large property owner, turned it into a bank account by subdividing Ord Terrace.

A large property owner just outside Seaside is a certain Mrs. Free, who doesn't live on the Peninsula but in Clovis, California. Mrs. Free owns much of the beach land outside the city limits which, unbeknownst to most Peninsulites, is some of the best beach country on Monterey Bay. Mrs. Free would like to sell her holdings to the city for a park. If the city doesn't buy it, it won't be many years before the sand dunes will be studded with private homes.

While an extended beach park is currently a far-off dream, the Seaside Chamber of Commerce is seriously campaigning for developing the Laguna Grande area as a vast playground and amusement park. Like all such projects, it has its polarity: it will either die a squalid death or else some enterpriser will make a mint out of this civic dream.

• • •

By now you've got the general idea:

Seaside is just like it sounds. Aimless, without cohesion, full of growing pains, full of promise, full of uncertainty, devoid of pride except for a few rare civic boosters.

It's such a young, disorganized, uncertain town that even the city clerk and the police chief misspell Mayor Jack Oldemeyer's name.

It's ugly, rough, opportunistic and a little sad. It's a town of shacks, garbage dumps, automobile cemeteries, neon lights, garish posters, fast traffic, dusty streets and a few incongruous contemporary business buildings that look naked in the characterless boom-town landscape.

But it's not uninviting: there are nice homes above it, and fine beaches below.

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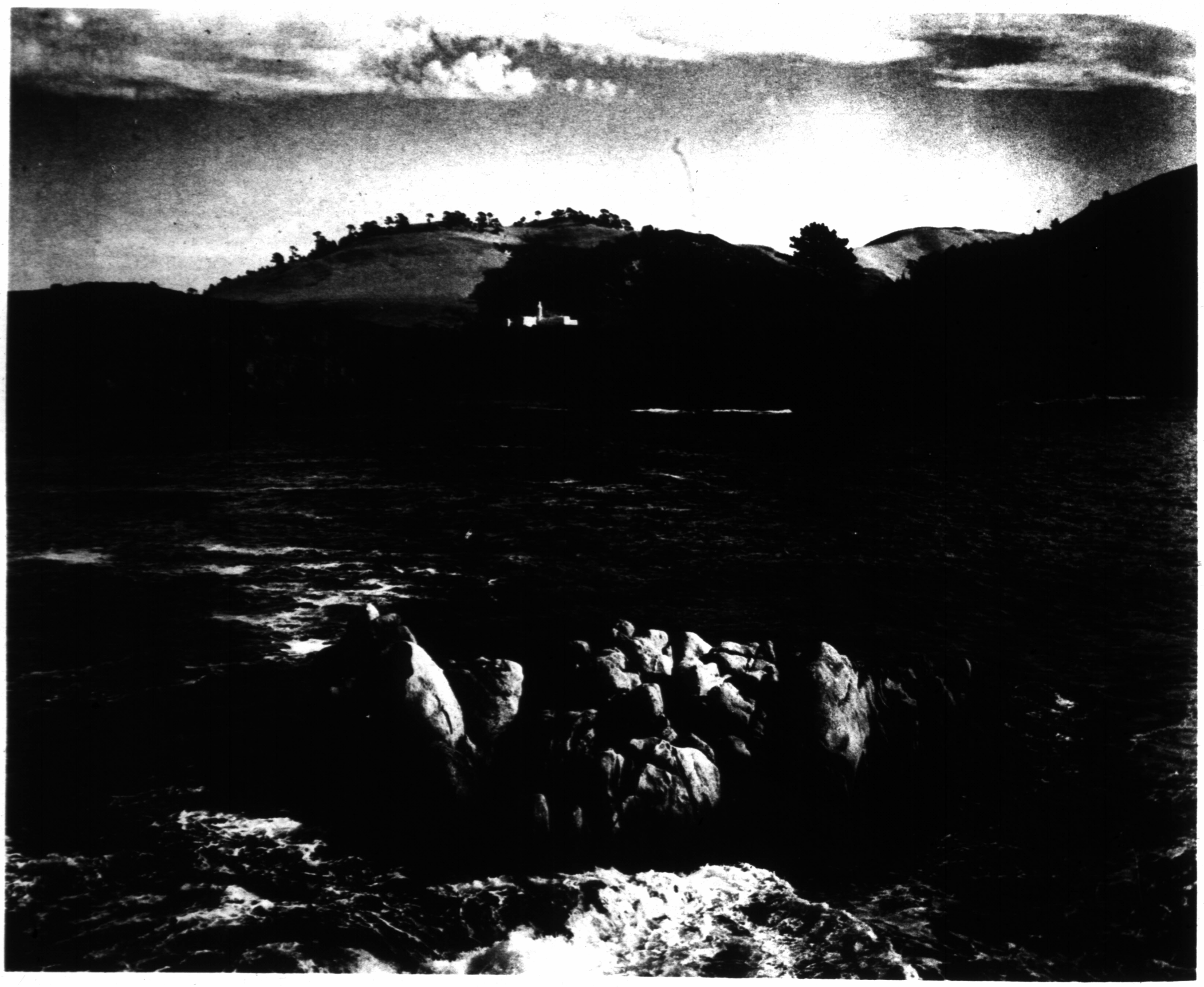

CARMELITE MONASTERY viewed from Point Lobos. Photo by Edward Weston.

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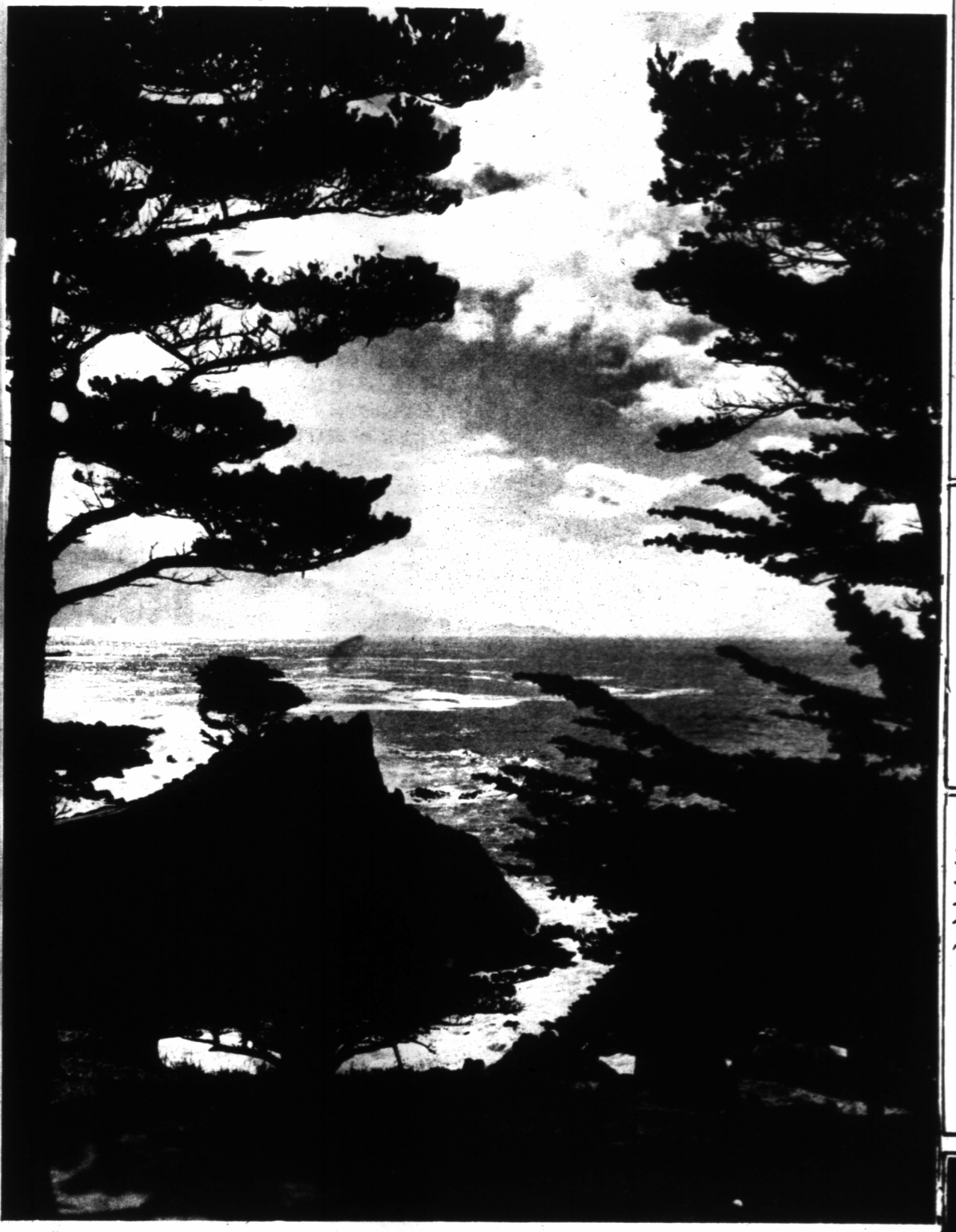

LONE CYPRESS near 17-Mile Drive. Photo by Julian P. Graham.

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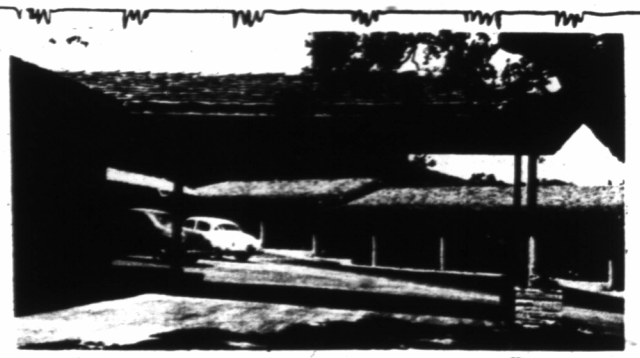
BUSY INTERSECTION of Dolores and Ocean Aves., in Carmel, top. Center is typical Carmel Architecture. Lower beach scene was taken near the mouth of the Carmel River.



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Monterey's Historic Bandit: THE ROUGH LOVER

by John McPartland and Stuart James

"My weakness, my one weakness--" the man with the eyes like shining black jewels smiled and shrugged. "Women, of course." He laughed and looked at the paler eyes of the men around him, the men who would kill him soon.

In the laughing black look of Tiburcio Vasquez was the challenge of a man to lesser men: "I can take your women by doing no more than snapping my fingers at them, and as for the rest I'll outride you, outfight you, outshoot you." And more--"I'll dance better, laugh louder."

All these things were true, and they hung Tiburcio, Monterey County's legendary bandit, eighty years ago at San Jose. The Californios were there to weep for Vasquez and to curse the Yanquis; the broadcloth lawyers with their dark hearts were there to nod at the last kicking dance of a man foolish enough to steal from horseback with a gun rather than from a judge's bench with a pen, and the flannel-mouth pioneers who were still busy stealing most of California from the flea-ridden Mexican privates and non-coms who had been given land grants instead of pay and who thereby stole the land from such Indians as had survived the kindly ministrations of the missions.

The man smiling on the gallows while they fumbled a rope around his neck had little use for the Yanqui farmers or their forty lawyers. His people were the tangled ones; the Indians who had become converted, toilers at the mission, and less than human--less than Spanish human at least --all in one wave of a censer and the more meaningful wave of a Spanish musket behind the censer.

Vasquez had Indian blood in him, and sometimes he must have thought as he rode of the time only three generations before when the Indians still lived in pagan peace along the California coast; then Serra walked here, slowly, and there were Indian graves in the consecrated ground behind the missions and the bones of Indians where the soldiers had found them hiding in the hills, but damned few Indians. By now--1875--most of the missions were gutted ruins.

But Vasquez had Spanish blood in him, too, by way of Mexico, and he could look down into the pale eyes of the San Jose farmers with a contempt too fine for the gringo peasantry to understand. He had pulled men like these from their coaches and had listened to their teeth; he had let them see the cold bright line which was the edge of his knife, and they had shown him a darkness spreading down the cotton of their pants.

He felt the rope setting well on his shoulders and he looked toward the sheriff. "Pronto!" he said and smiled again.

Sheriff J. H. Adams sprung the trap and the smiling man fell, his head snapping back and his neck lengthening slowly, grotesquely as if it were brown clay being stretched. His legs kicked for almost a minute but nobody blamed him for that.

Around the gallows and in the streets of San Jose dark eyes met pale eyes and for once the pale eyes turned away. The farmers fat with Santa Clara land had been loud about what Tiburcio Vasquez would do in the last minute he had. They said he'd break, cry, crawl, show the coward blood.

But they were fair now, as they looked into the hot, dark eyes on the streets of San Jose they looked down or away. Vasquez was a man. To the end, a man.

He'd begun as a boy, started this kind of stuff as a boy in Monterey.

It was 1851 and Tiburcio was 16, lazy and smart and from a nice family which hadn't been cheated of all of its land as yet. In all honesty Vasquez didn't give a damn about the farm. He got in with Anastacio Garcia, who,

Vasquez is the great-grandfather of Gilbert Lucero, 19-year-old Salinas Rodeo rider, who was the focal point of an article, "Life on a Brahma Bull", which appeared in the July Spectator-Journal.

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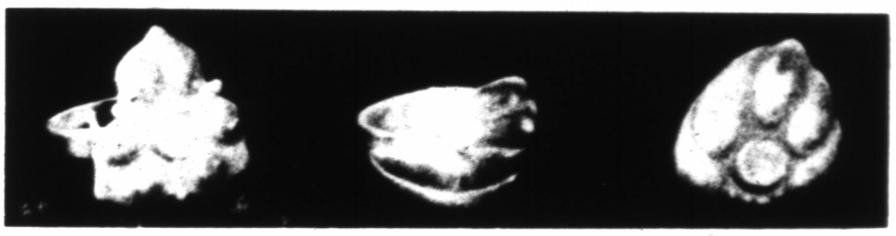

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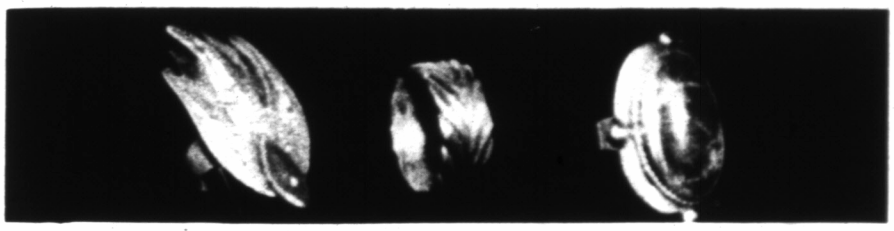

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at the time, was a leading local industry in Monterey, heading up a gang of robbers and rustlers.

Vasquez got in with Garcia's sister, Chona, and was showing her the appreciation of love when the vigilantes took Garcia and his friend Guerra one night. Guerra and Garcia had fought at a fandango, a constable who tried to stop it had died with his heart torn away. The vigilantes dropped Guerra from a tree while Vasquez was still nibbling downward from Chona Garcia's neck, and later--weeks later--Tiburcio would hear that his friend, practically his brother-in-law, had been caught down south. They hung him there, which was pleasanter than leaving Monterey county.

Oh, he stole some horses, got caught, escaped from San Quentin after less than two years of a five-year sentence, fooled around, got caught again. Kid stuff.

The fun began with a butcher in San Jose. Vasquez robbed him of $400, and because the butcher was fat and maybe because it was Tuesday, Vasquez shot him and then ran a knife through the great, quieting belly.

Why the Californios laughed at the Yanquis over that was because of Tiburcio. He went to the sheriff and worked as interpreter at the inquest. There were lots of witnesses, and maybe they'd seen Vasquez here, the butcher still rich, still with only one piece of skin like a church roof over his belly, and then out goes Vasquez, and the church roof leaks. But they told their stories to Vasquez in Spanish-Mexican and he told his story to the coroner in American.

By the time the joke got to the sheriff Vasquez was long gone. But old Adams couldn't laugh, and he stayed around to--years later--pull the trap from the fandango feet of Vasquez.

Vasquez took a girl from her father, not with force, with a snap of his fingers, at a big ranch near Diablo. The father shot Tiburcio for it, and Vasquez laughed.

In 1871, with another round of San Quentin years behind him, Vasquez joined up with Juan Soto and they made life hell for everybody in Alameda county. Within a year Soto was dead, his face shot off by a vigilante, and Vasquez was hiding with his good friend Salazar in San Juan.

A month later he was hiding from his good friend Salazar with Salazar's wife in Natividad. After Vasquez had the first good cuttings he was generous enough to pass the property on to his assistant bandit, Francisco Bassinez. Going back to San Juan, Vasquez found Salazar really ridiculous, waving a gun and shooting him through the neck. Vasquez took the incident like a gentleman and recovered as well.

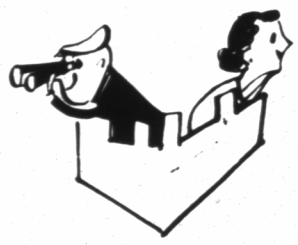
Things went well around Hollister and Gilroy for Tiburcio in 1872. He and his gang robbed travellers and stage coaches, swinging back to Monterey for the fun they could buy. There was a lot of fun for sale in Monterey, and it is pleasant to think that some of Vasquez gold, spent carelessly across bars and beds, would eventually trickle through the generations to help support the History and Art Society preserve the relics of a somewhat nicer Monterey than the pioneer families remember. Vasquez had a hell of a big time with his gang in Monterey until the sheriff's posse rode in and caught him outside of town. Vasquez killed one pink constable, taking an ounce of dirty lead in his rib cage in return. Tiburcio rode hard, sleeping days and riding the range at nights, to Mexico.

Mexico was for the burros and Vasquez headed back to Powell and Post streets; from there--with the law behind him--to the New Indria mines and then to headquarters up in the Castro saloon in San Benito. He fathered a string of young Vasquezes for a county around, and his sons inherited the money their unknown father could not steal, but he did his best. He tried to rob Henry Miller of Miller-Lux but the hard-eyed old boy was much too shrewd. He, in turn, would wait to be taken long after he was dead, and Vasquez blood would warm with martinis at the country club three generations later, all unknowing.

August, 1873, was warm in Tres Pinos. Vasquez rode in with three men; when he rode out there were three dead men and a boy with a

(Contd. on Page 53)

A TIP from your Travel Agent



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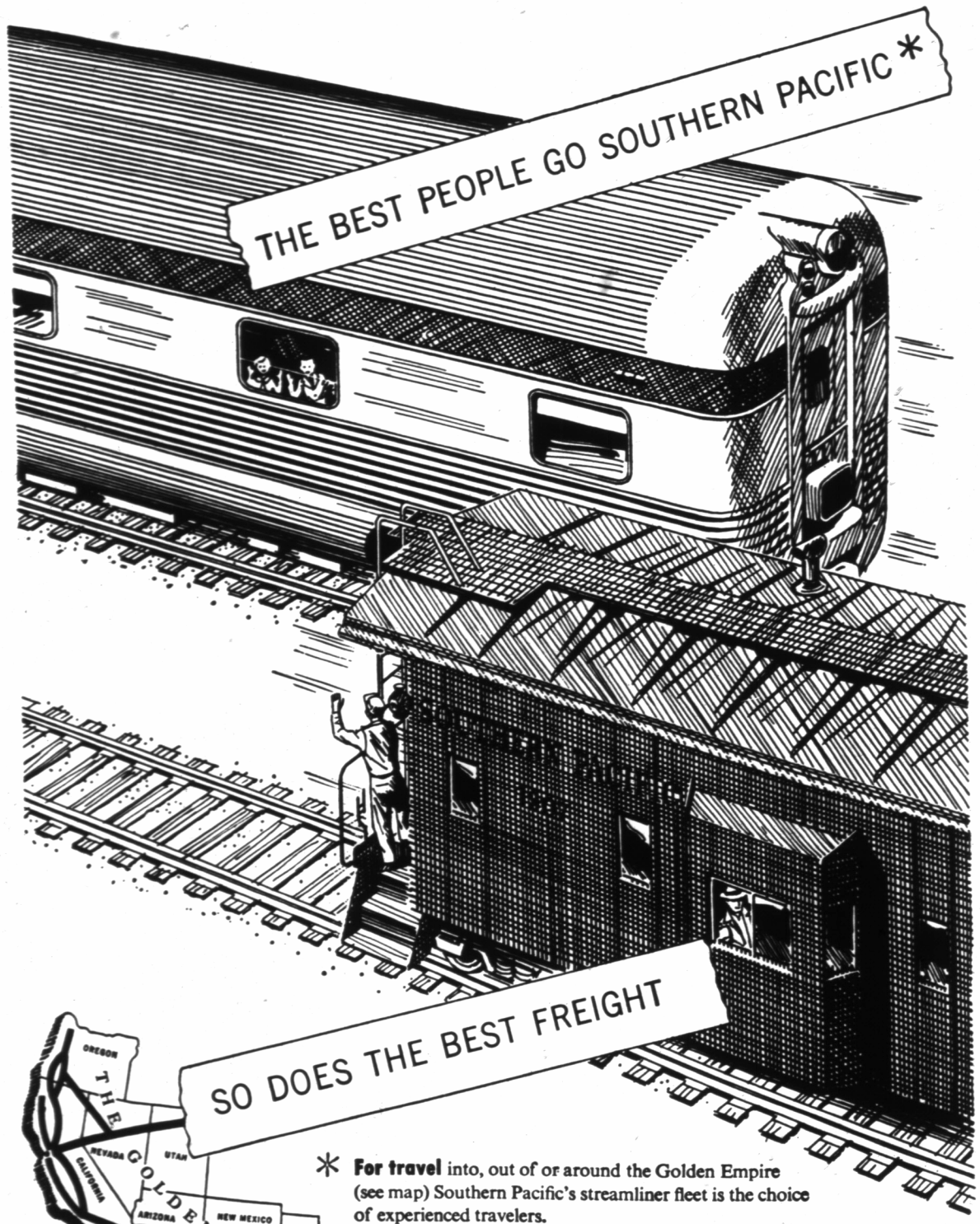

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FAMILY FORUM

Should I Spank My Child?

"Parents spank more today than they did thirty years ago!"

This is the impression of a Monterey social worker, who says, "Despite the constant barrage parents receive from all angles advising them that spanking is a poor substitute for genuine discipline, parents go ahead and spank."

According to the mothers and even the children themselves that we talked to, systems of child-rearing today have gone away from the permissive policy where the rod was spared and, apparently, the child spoiled.

The rod, it seems, is back to stay.

Even the psychologists and child-rearing experts echoed Dr. Mary Van Tuyl's statements: "One can't say, 'Never spank a child'. A sharp spat on the bottom may bring the child suddenly into consciousness of authority when he is doing something wrong."

Virginia Mitchell of the Family Service Bureau who says, "If you find yourself spanking your child 5 or 6 times a day, something is definitely wrong somewhere," concedes that spanking once in awhile doesn't do any irreparable damage.

We're not speaking of beating a child, of course. Nobody favors that. But experts today realize more and more that a child looks to a parent for guidance and discipline and needs the authority of an adult to tell him when he's gone too far. A Sunset School child, Dave Faulkner, says, "Children ought to be spanked when they really deserve it! Kids have to be kept in line!"

Does spanking get results? Most psychologists say that spanking never accomplishes what it is intended to accomplish. "Good behavior after a spanking," says a local psychologist, "is only temporary. The child will undoubtedly repeat whatever he was doing later, perhaps in secret."

"One result," says a county worker, "is the child's dislike of the person doing the spanking."

"Pooh!" said a Carmel mother in answer to that. "A little child forgets a spanking in a half hour, UNLESS", she goes on, "the parent makes a big thing of it and spends half the day discussing why the child was spanked. It's the parents who make the problems. For the child, he's spanked and that's that! He wants peace in the household!"

Mary Belle Hughes, mother of four boys, who feels that spanking does do some good, says, "Other things would do just as well, if I had the wisdom or the patience... it all depends on the child's mood

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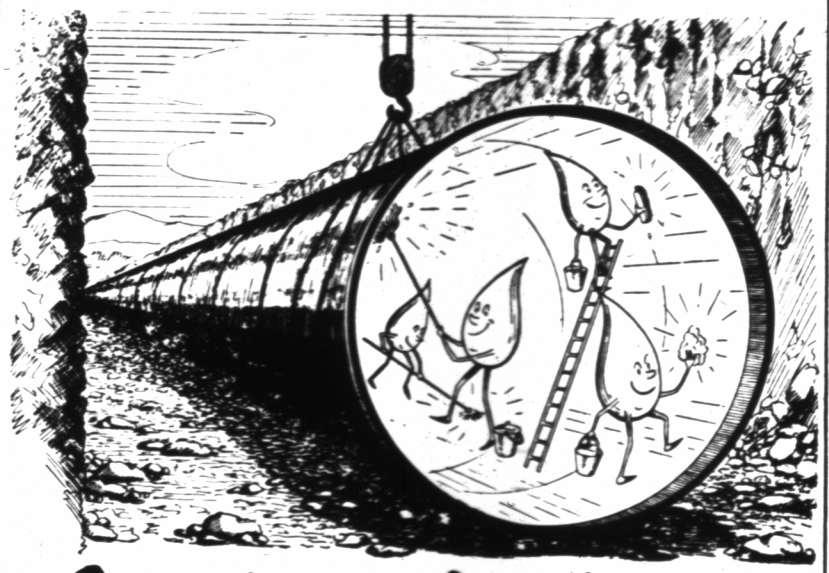

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Should I Spank My Child?

(Continued from preceding page)

and my mood. Sometimes these combine to make a spanking the only thing that works."

At what age can you start and when should you stop spanking? Mothers and the experts are sharply opposed to each other here.

Virginia Mitchell advises against any spanking until the child is past 3. "Before that age," she says, "a child can't fully understand why, and can't take the disapproval." Between the ages of 2 and 3, she explains, a child "gets into things". Parents use spanking to stop the child. "This", says Virginia, "is dangerous. It may repress his curiosity, and is harmful to his future development. "Later on," Virginia says, "he can take it and, under certain situations, it may be helpful."

The mothers we talked to, however, said they felt just the opposite. Nona Torres, mother of three girls, said, "Before you're able to reason with a child, when he's 2 or 3, spanking is the only way to make him understand."

A Carmel mother who admits she might be stricter than most parents, says, "A little child who is spanked when he does wrong knows exactly what to expect--he gets security from a consistent family pattern.

"When a child is older," she goes on, "except in an extreme case of misbehavior, other punishments bring better results."

It's better to anticipate a small child," Virginia Mitchell says. "Remove dangerous objects that he might get into."

Though few parents would go so far as a Berkeley pediatrician who advised: "Nail the radio to the wall if he plays with the back of the radio. Solder the fire-screen to the fireplace," most parents agree with Nona Torres, who says, "The house should be child-proofed so that everybody can relax!"

In a situation where danger is involved--a child running into a street--Virginia says, "It's better for a child to be spanked than killed." But she feels other methods of teaching the child are more effective.

"More important than the spanking," Dr. Van Tuyl emphasizes, "is how you act afterwards.

"You must not make him feel that he is rejected. Tell him that you love him, afterwards. It doesn't destroy the effect of the spanking," she says.

According to Dr. Van Tuyl, the routine to follow is this:

Parent: "I love you but I don't like the thing you did!"

An argument in favor of spanking is given by Marie Alley, Pacific Grove mother of three. "Spanking is honest!" she says. "Children are perceptive--you can't cover up your feelings. It's much more honest to spank and get it over with than to go around with a grudge!"

"Of course, spanking is a wonderful release for my own bad temper!" said one mother. Most parents admit that most spankings occur when they've had "too much"--when they've come to the last straw. But they agree with Nona Torres, who says, "Spanking clears the air and things are peaceful again for awhile!"

When to spank a child? "Immediately!" says Howard Benedict, father of Tina, Butch and Peter. "Never, never put it off 'til Daddy gets home!" he adds. Howard says he uses spanking as a threat, doesn't have to spank often.

"Never strike a child in anger?" To this Marie Alley says, "That's a lot of hooey! Of course you're angry! That's the reason you spank!"

Parents we talked to seem to feel that it's important in a child's development to know that people are human--even parents--that they're not perfect and they're apt to explode if pushed too far.

Howard Benedict advised parents to remember, once in awhile, their own childhood, and to real-

(See next page)

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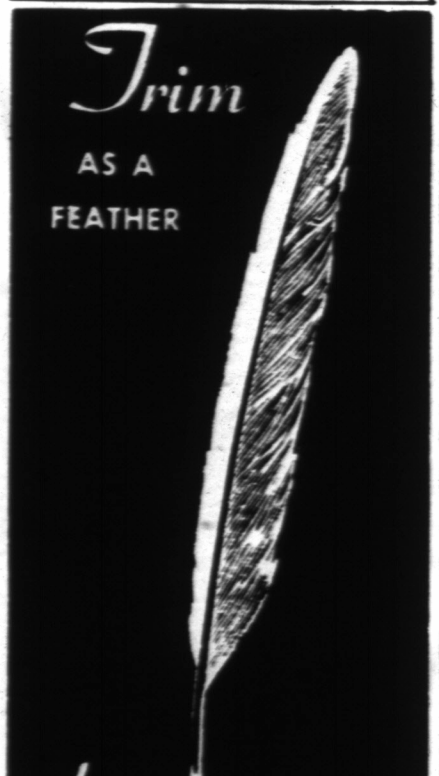

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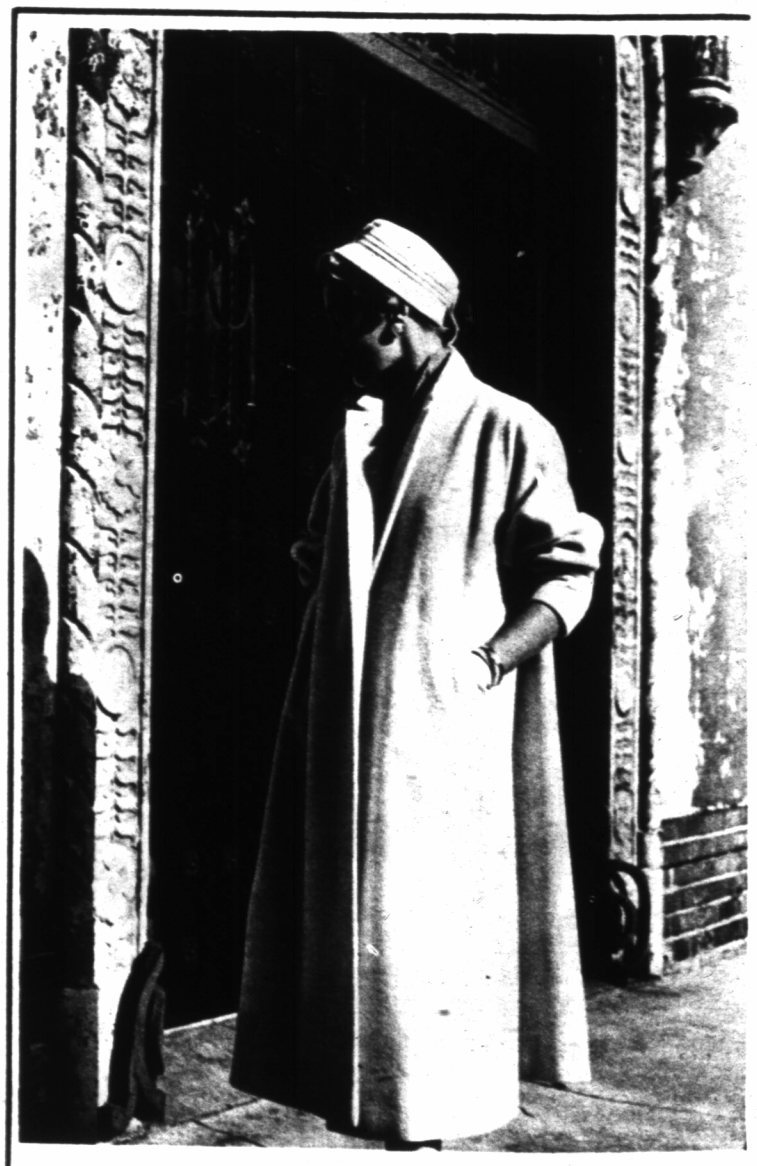

model wearing cashmere by TOWNCRAFT

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Use CREDIT or LAY-BY PLAN

Maxine's

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ALADDIN IN CARMEL

Mr. Winter, the proprietor of THE VILLAGE JEWELER, has received the following clipping, written by a roving reporter who was greatly taken with the array of wondrous things in his Dolores Street shop.

"Aladdin, lost in his cave and putting out his hand to the trees which bore the fruits of glorious color and fashioned of precious stones, was no more astounded than is the Carmel visitor who just happens into the 'ear-ring' shop. It can't be, one thinks, on being told that there is a place whose sole stock in trade is ear-rings. It is altogether unlikely that a merchant would say, 'This one thing I do', and then stick to ear-rings, of all things.

"And it isn't quite that way, really, because there are a few—a very few—other bits of jewelry to be found in this little cave. But these are far outshown by the main item, a piece de resistance which whets but never satisfies the appetite.

"Recently a New York salesman unloaded his sample cases before the doorway of this small establishment. He came as missionary to unknown parts, for isn't Carmel, California, a tiny hinterland village which tries hard but doesn't quite know how? On stepping inside, he fell back, dismayed. 'Oh, no!' was his shout of disbelief. There was no need for missionary work here—not in his department, anyhow.

" 'The Village Jeweler', whose astute owners have collected all this loot and put it under one roof, literally has the largest and most surprising display of ear-rings in the United States. No foolin'. And it takes a mighty stout-hearted woman to pass up the feast.

"Did your grandmother own some beautifully wrought bracelets of soft gold, with classic designs running through the pattern? And, having had these appraised, have you taken them down to the bank for safe keeping? You can match them here in ear-rings, and at a painless price. Persons knowing the value of Grandma's keep-sakes will be properly impressed at the ear-rings you have chosen to go with them, and you can save the price of an extra safety deposit box.

"Every color of the spectrum, softly muted, is here, in ascending or descending scale, as to hues and shades and tints. If it's azure or lapis Lazuli or rose or emerald or amethyst or topaz or gold or silver you prefer, you mention it. At once you find yourself in the predicament of the fellow who likes pie and is let loose in the cafeteria where the chef has out-done himself this day with apple and peach and cherry and lemon and chocolate and gooseberry and blueberry and raisin and custard and currant and squash and mince. He can't eat them all but he's happier than larks in the pop-corn.

"There are whole trays of each color, quite by itself. And these range in style from what you would wear to your Grand-Aunt Emma's tea for the ladies' knitting group to something dazzling for a night on the town in company with six drunken sailors. You accept a lapful of jewels from the trusting soul who is the proprietor and have yourself a big time. All HE has to do is hope your check won't bounce.

"There is something barbaric in almost every female. She 'hates' jewelry, maybe, but when she says 'jewelry' she almost never means little things to stick in her ears. Count the number of women you see who are not wearing brooches, bracelets, rings, necklaces or tiaras but who are wearing ear-rings. That's because The Little Woman feels kind of undressed without them. The Village Jewelers is for the likes of her. And it's worth the trip — from ANY distance."—(Advertisement)

Should I Spank My Child?

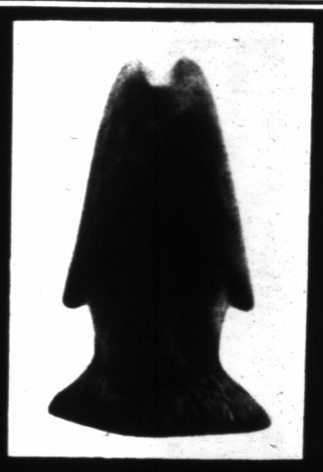
(from preceding page)

ize that sometimes it's awfully hard being a child.

• • •

Mothers have different ways of calling their children in from play. Our experts say we should make the reason for coming in as attractive as possible--although one mother we know carried this so far that she had a piece of candy hidden in the house, and after the habit was started, couldn't stop it. Never, they say, ask a child under 3, "Would you like to come in now?" The answer is bound to be a loud "NO".

Down in Santa Barbara, in the Mission Canyon area, children roam around the hills without fear of bumping into cars. They can get pretty far from home and still be safe. To call them, one would have to use a lot of lung power. So Mrs. Larry Pidgeon began summoning Charlene and Bruce by ringing a small mission bell. As the neighborhood grew up, other mothers adopted the same practice, and now the whole Mission Canyon echoes with the melodic ringing of mission bells. Each bell has its individual tone, Mrs. Pidgeon says, and the children know whose bell is ringing every time.



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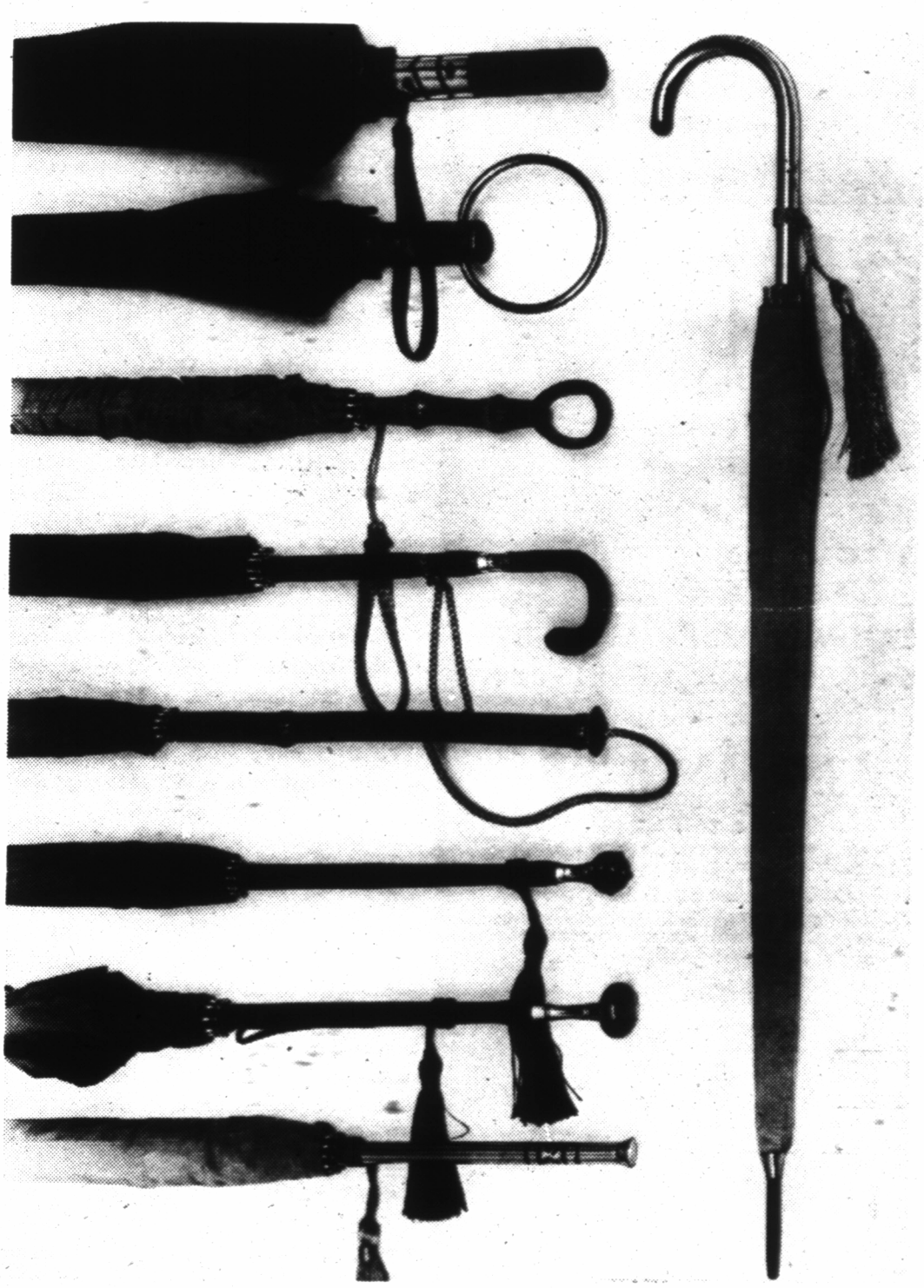
WET WEATHER AHEAD...

Umbrellas have become a mark of Fashion!



Priced from 3.95 to 10.95

The umbrella has left the dark corner, now hangs from the wrist...a chic accessory! Choose yours from our lively assortment of pin stripes, plaids, checks and solid colors -- some with French woven borders and stripes. Elegant handles in English Malacca, pigskin with wrist loop, silver, bronze, shell...some jeweled. We've charming umbrellas for children, too, priced from 2.25 to 3.95.

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If your name has an alphabet letter symbol next to it, you are entitled to a very valuable merchandise gift with no obligation at the store with the matching letter in its "Bottle Cry" advertisement.

It's fun and easy: check your name, check the ads for a matching letter symbol, then go to the store and pick up your gift without obligation.

To Mr. and Mrs. Jon Allan Knox of 146 - 11th St., Pacific Grove, a girl, Jonnah Lee, on Sept. 1.

To Mr. and Mrs. Jack F. Carmenita of 519 Pearl St., Monterey, a girl, Marie Irene, on Sept. 1.

(A) To Mr. and Mrs. Richard T. Stillwell of 307 - 16th St., Pacific Grove, a boy, Thomas, on Sept. 1.

To Mr. and Mrs. Gunther Carl Querfurth of 971 Monterey Circle, Monterey, a girl, Valerie Lynn, on Sept. 2.

(D) To Mr. and Mrs. Alton E. Lamb of 1322 Franklin Place, Seaside, a girl, Mary Virginia, on Sept. 2.

To Mr. and Mrs. Alberto Caronia of 187 Pacific St., Monterey, a girl, Guiseppina, on September 3.

To Mr. and Mrs. Joseph DiMaggio of 745 Lottie St., New Monterey, a boy, Joseph, on Sept. 9.

To Mr. and Mrs. John Martin of 465 Evergreen Road, Pacific Grove, a boy, Gregory, on September 7.

(F) To Mr. and Mrs. Richard Yamashiro of 463 Reeside St., Monterey, a boy, Mark, on September 9.

To Mr. and Mrs. Jerrold Patterson of 1130 Miles Ave., Pacific Grove, a boy, Joseph, on Sept. 9.

To Mr. and Mrs. George Hinkle of 369 Ramona St., Monterey, a boy, George, on Sept. 8.

(E) To Mr. and Mrs. John McDonald of 8 Upper Road, Carmel, a girl, Sarah Jean, on Sept. 9.

To Mr. and Mrs. Santo Tarantino of 121 Soledad Drive, Monterey, a boy, Steven, on Sept. 9.

To Mr. and Mrs. George Bestor of Carmel, a girl, Jennifor, on Sept. 9.

To Mr. and Mrs. John T. Goulart of 121 - 17th St., Pacific Grove, a boy, Gary, on Sept. 4.

(J) To Mr. and Mrs. Bert Franklin Lowry of 1155 Playa Ave., Seaside, a girl, Deborah, on September 4.

To Mr. and Mrs. Edward Emmitt Rogers of 501 Forest Ave., Pacific Grove, a girl, Robin, on Sept. 5.

To Mr. and Mrs. Richard Junior Shook of 460 Hannon St., Monterey, a boy, Richard, on September 6.

(A) To Mr. and Mrs. Elmer Ellsworth Highley of 1050 Roosevelt St., Monterey, a boy, John, on Sept. 6.

To Mr. and Mrs. Jay B. Casey of 1421 Bayview St., Seaside, a boy, Jay B., Jr., on Sept. 6.

To Mr. and Mrs. Horace Albert Hawkeswood of 395 Via Paraiso, Monterey, a girl, Ruth Ann, on September 6.

To Mr. and Mrs. Joseph Peter Balesteri of 277 Van Buren St., Monterey, a boy, Joseph Peter, on Sept. 6.

(B) To Mr. and Mrs. Robert V. Workman of Marina, a boy, Timothy, on Sept. 7.

To Mr. and Mrs. Rupert Woolbright of 213 Fountain St., Pacific Grove, a boy, David, on Sept. 7.

To Mr. and Mrs. Jimmy Low of 1091 Palm St., Seaside, a boy, John, on Sept. 9.

To Mr. and Mrs. James Chester Turner of 431 Junipero St., Pacific Grove, a girl, Jacolyn Marie, on Sept. 9.

(D) To Mr. and Mrs. Tony Claude Cash of 1310 Franklin St., Seaside, a boy, Tony, on Sept. 11.

To Mr. and Mrs. William Wei-Tsen Yui of 215 - 6th St., Pacific Grove, a girl, Mary, on Sept. 11.

To Mr. and Mrs. Donald Lee Jamison of 494 Pine Ave., Pacific Grove, a girl, Mary, on September 15.

(B) To Mr. and Mrs. William Logue of 1071 Mingo St., Seaside, a boy, Michael, on Sept. 12.

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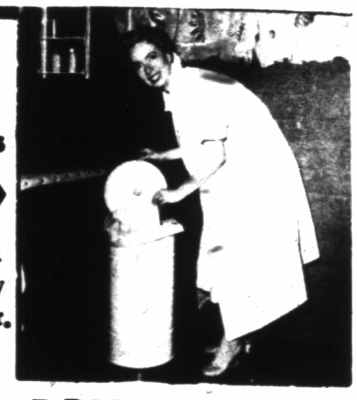

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To Mr. and Mrs. Eleazar C. Flores of 940 Oak St., Seaside, a boy, Ricardo, on Sept. 13.

(S) To Mr. and Mrs. James E. Wolter of Carmel Valley, a boy, Matthew James, on Sept. 13.

To Mr. and Mrs. Elmer O. Anderson of 3 Brae Place, Monterey, a boy, Marc, on September 14.

To Mr. and Mrs. Michael Regules of 813 Harcourt St., Seaside, a girl, Roxanne, on Sept. 17.

To Mr. and Mrs. John Joseph Lucido of 1008 Olmstead St., Pacific Grove, a boy, James John, on Sept. 17.

(A) To Lt. and Mrs. Thaddeus Baldwin Jr. of 108 Paulson St., Monterey, a boy, Kenneth, on Sept. 18.

To Lt. and Mrs. Joseph R. Dinda of 260 Asilomar, Pacific Grove, a boy, Paul, on Sept. 19.

(F) To Maj. and Mrs. Fred C. Williams of 222 Velasco St., Monterey, a boy, on Sept. 22.

To Sfc and Mrs. Lucien A. Aucoin of 750 David Ave., Monterey, a girl, Lucienne, on September 21.

To Pvt. and Mrs. George M. Bell of 511 - 11th St., Pacific Grove, a boy, Bradley Steven, on Sept. 18.

(J) To SP3 and Mrs. Lyle V. Boggess of 805 Kimball St., Seaside, a girl, on Sept. 21.

To Pfc and Mrs. Ruben O. Brown of 1253 Hilton Place, Seaside, a girl, Tanya Lynn, on September 17.

To Pfc and Mrs. Robert P. Caldwell of 1422 Hilton Place, Seaside, a boy, Robert Paul, on September 20.

(F) To Sfc and Mrs. George E. Cary of 944 Phoenix St., Seaside, a boy, John Charles, on September 21.

To Sfc and Mrs. Curtis B. Dowd of 1358-1/2 Monte Vista St., Seaside, a boy, Martin, on Sept. 18.

To Mr. and Mrs. Jack McBride of 210 Chestnut St., Pacific Grove, a boy, Patrick, on Sept. 2.

(B) To Mr. and Mrs. George Wood of 1052 Hamilton St., Seaside, a girl, Diana Lynn, on September pl.

To Mr. and Mrs. Melvin Buffe of 5 Quendale St., Del Rey Oaks, a girl, Sarah, on Sept. 2.

To Mr. and Mrs. Charles B. Salla of 209 John St., Monterey, a boy, Charles, on Sept. 2.

(S) To Mr. and Mrs. Robert Lambert of 1224 Buena Vista St., Pacific Grove, a boy, Robert, on Sept. 2.

To Mr. and Mrs. Ernest Hansberry of 1400 Waring Place, Seaside, a girl, Janet, on Sept. 3.

To Mr. and Mrs. Marvin Jeska of 1248 Waring Place, Seaside, a girl, Delayn, on Sept. 3.

To Mr. and Mrs. Richard Mything of 21 Via Arcerolo St., Monterey, a girl, Catherine Shore, on Sept. 5.

(J) To Mr. and Mrs. Richard Wallace of 811 Spruce St., Seaside, a boy, Richard, on Sept. 5.

To Mr. and Mrs. John Carson of 931 Phoenix St., Seaside, a girl, Deborah, on Sept. 5.

To Mr. and Mrs. James Morrison of 1728 Washington Place, Seaside, a girl, Pamela Alice, on Sept. 6.

To Mr. and Mrs. William Nicholls of Pacific Grove, a boy, John, on Sept. 15.

(S) To Mr. and Mrs. Alfred Hill of 420 Lobos Ave., Pacific Grove, a boy, Lawrence, on September 16.

To Mr. and Mrs. Charles Elkins of 536-1/2 Martin Street, Seaside, a boy, Charles, on September 17.

To Mr. and Mrs. David Bond of 52 Work Ave., Del Rey Oaks, a boy, Phillip, on Sept. 18.

(S) To Mr. and Mrs. Michael Monahan of Carmel, a girl, Shannon Bruce, on Sept. 16.

To Mr. and Mrs. Manuel Herrera of 737 Laine St., Monterey, a girl, Rosanna, on Sept. 19.

To Mr. and Mrs. Walter Sean of 674 Oak St., Monterey, a boy, Randolph, on Sept. 19.

(E) To Mr. and Mrs. Oliver Garrison of Carmel, a boy, Arthur, on Sept. 19.

To Mr. and Mrs. James Dagelen of 717 Second St., Pacific Grove, a boy, Timothy, on Sept. 19.

(F) To Mr. and Mrs. George Thaler of 1078 Rosita Rd., Del Rey Oaks, Monterey, a girl, Catherine, on Sept. 23.

To Mr. and Mrs. Richard Chang of 212 - 8th St., Pacific Grove, a girl, Linda, on September 20.

To Mr. and Mrs. Frederick Dahlquist of 1012 Leahy Rd., Monterey, a boy, Milan Clarke, on Sept. 20.

(D) To Mr. and Mrs. Leo Caron of 722 Elm St., Seaside, a boy, William, on Sept. 22.

To Mr. and Mrs. Stephen Ross of 598 Lily St., Monterey, a girl, Gloria, on Selt. 21.

To Mr. and Mrs. Albert Evans of 237 Pine Ave., Pacific Grove, a girl, Pamela, on Sept. 21.

(E) To Mr. and Mrs. Harold D. Patterson of 1151 Prescott St. Monterey, a boy, Glen Alan, on Sept. 19.

To Mr. and Mrs. Robert Davis of 981 Ransford St., Pacific Grove, a boy, Scott, on Sept. 21.

(A) To Mr. and Mrs. Paul Graham Hopkins of 1115 - 3rd Street, Monterey, a girl, Carol Jean, on Sept. 19.

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CAN A SMALL CATTLE RANCH PAY ?

The man who has to wear out his soles and heels on hard city streets is often dreaming about owning a ranch some day.

The only thing that usually stands between him and his dream is money.

Large ranches are expensive. Small ranches are a losing, heartbreaking proposition.

But now, says an expert, it's possible to make a decent living out of a small ranch of the kind that might be available in this neck of the woods.

Small means between 1500 and 2,000 acres, with about 500 head of cattle grazing on it. Even such a property would run around $75,000 or more--figuring on the current $50 going rate for an acre of dry range land.

Now it's possible, however, to earn a 10 per cent annual return on this investment by proper use of fertilizer, according to Sterling Mummert, government soil conservation man for Carmel Valley and the Big Sur country. The result of recent large-scale experiments back him up.

Fertilizer is, of course, old stuff in farming. It's something quite new in the cattle business. Balfour, Guthrie and Company, a West Coast-wide fertilizer firm, started trying it out a couple of years ago.

Because of Mummert's good offices, a Carmel Valley ranch was included in the tests. Owners of this ranch found that use of fertilizer upped their net profit by $20 an acre for the 30 acres they used in the test.

Average of the tests that ranged from Amador to San Diego Counties was a net increase of $16.99 an acre at current cattle prices. Balfour Guthrie & Co. supplied the fertilizer free of charge. But the net was figured as if the ranchers had paid for the fertilizer themselves.

"Regardless of what the real estate people might tell you," says Mummert, "you can't make a living out of a real small ranch, not the kind of living people expect nowadays, you can't.

"You can make a living if you want to grub and eat beans and sourbelly. But if you want a car and the other modern conveniences, you've got to have around 2,000 acres for cattle, the way the country is around here, or at least 1,500."

Mummert figures it this way:

Out of a 1500-acre property, a thousand acres will be either brush country or too steep for anything except marginal use. That leaves 500 acres for where fertilization would pay off. But, figuring even only a net profit of $15 an acre, this acreage would produce an annual net income of $7,500, or about a 10 per cent return on the land investment. (Dry range country, mostly annual grass land, runs around $50 an acre these days.) It would be more if beef prices

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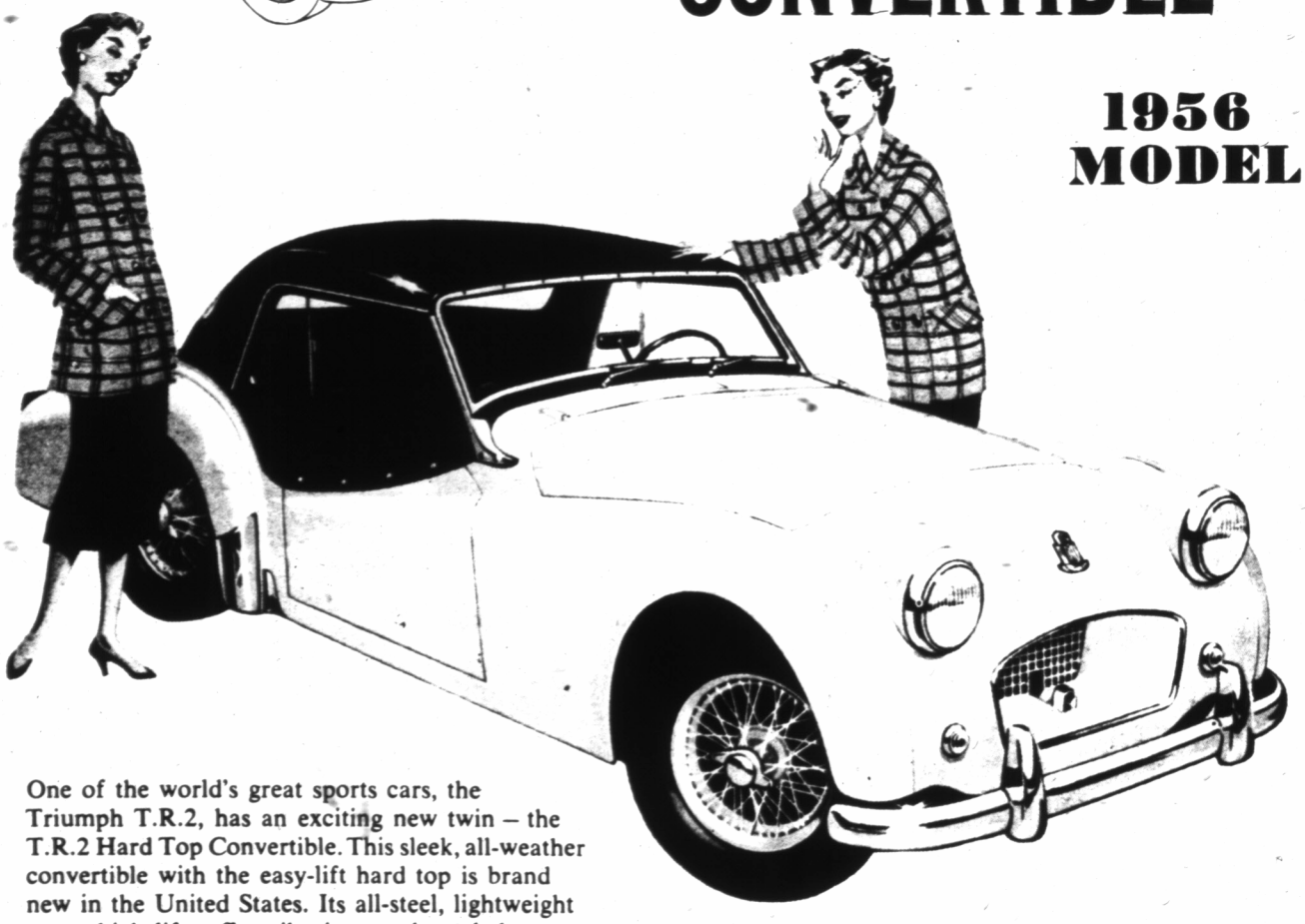

One of the world's great sports cars, the Triumph T.R.2, has an exciting new twin – the T.R.2 Hard Top Convertible. This sleek, all-weather convertible with the easy-lift hard top is brand new in the United States. Its all-steel, lightweight top, which lifts off easily, is smartly styled to enhance the T.R.2's attractive lines. Detachable door windows are sliding type for added convenience and comfort. In the new Triumph Hard Top Convertible you can get the advantages of two great car styles – for one surprisingly low price. See the T.R.2 Hard Top sports car – *drive* the T.R.2 Hard Top – see your Triumph Dealer this weekend. Rain or shine, you'll thrill to its amazing roadability, exciting acceleration and superb sports car styling

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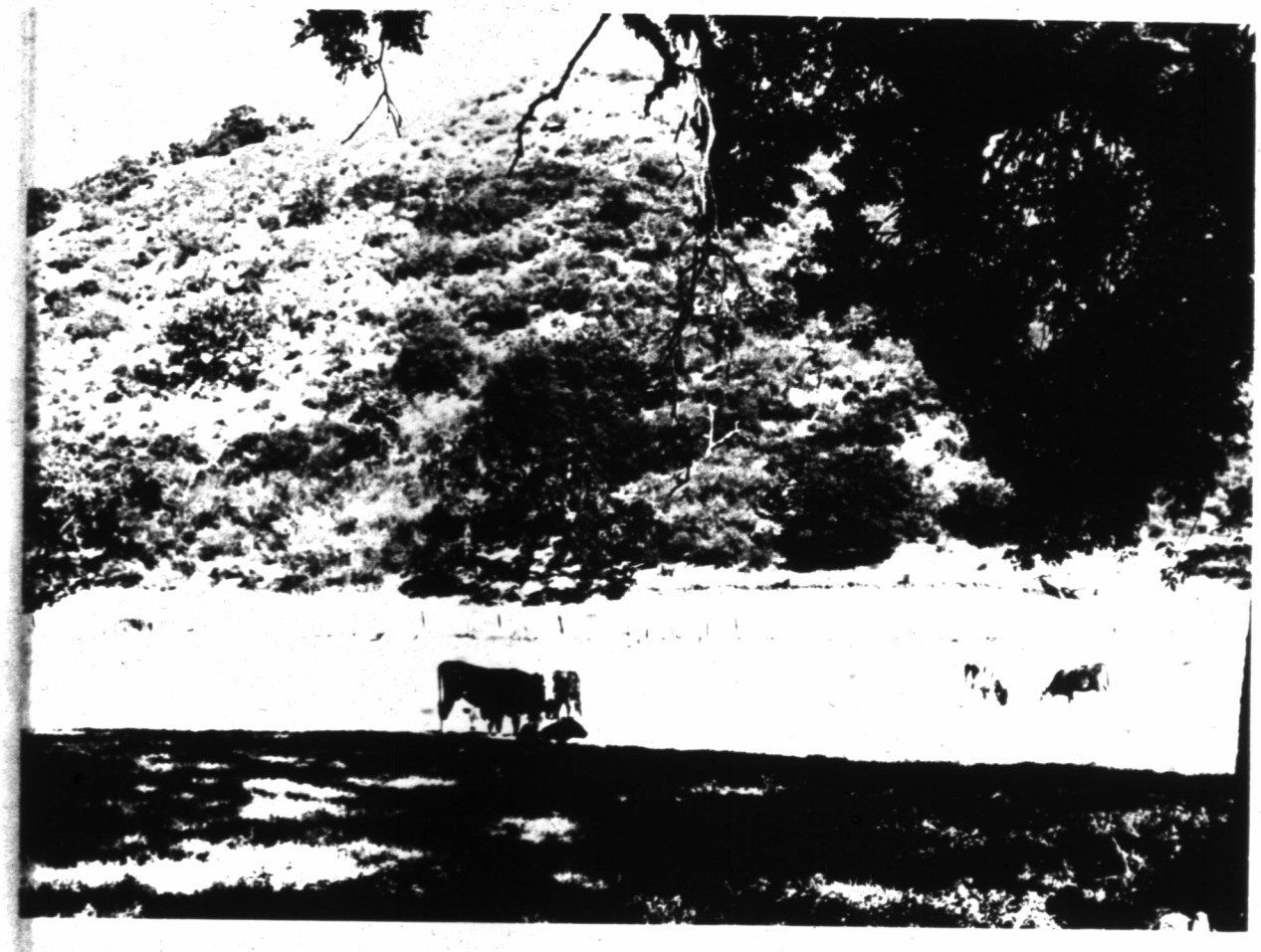

were higher.

The Carmel Valley property included in the experiment was Rancho Chupinos, operated by Bob Wilson, a 28-year-old Cal Poly graduate in animal husbandry, and his partner, Frank Lang, a two-fisted cattleman of much practical experience.

Bob Wilson, on his mother's side, is a direct descendant of Alberto Tresconey, the original owner of the property which, as the Tularcitos Grant, once extended all the way from Robles Del Rio up to and including the 10,000-acre Blomquist ranch 25 miles up the valley.

Tresconey was Bob's great grandfather. Bob and his partner now lease 2,200 acres of Rancho Chupinos from his parents, retired Colonel and Mrs. William I.

(Contd. on page 49)

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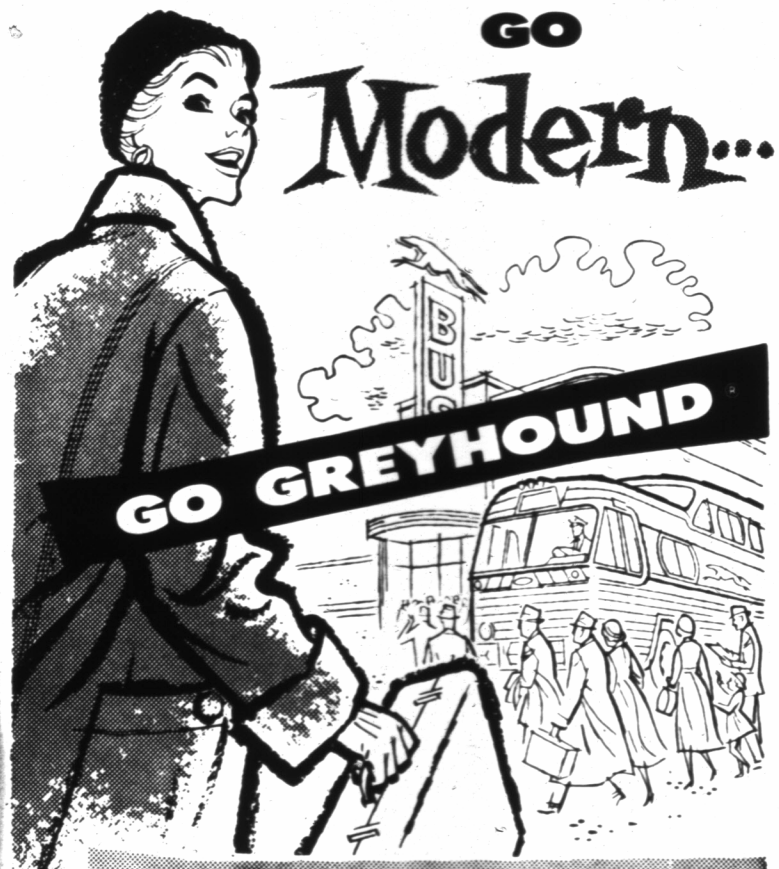

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TRY OUR BARGAIN BASEMENT

If the Beverly Hilton can have a menu with no prices on it, I'm not going to be cheap and mention prices in my ad. But I can give you a tip-off. It was recently discovered that our smaller bowl of chile 25c contains as much chile as the small bowl 40c. Needless to say, we fired the efficient waitress who made the discovery.

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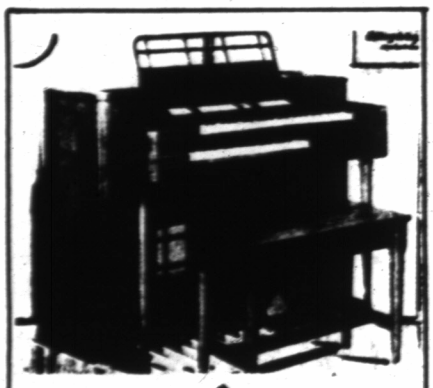

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BUT HURRY! Enter Baldwin's nationwide DOUBLE-PRIZE contest today! Nothing to buy. Easy to win. Just tell in 50 words or less why you would like to own an Orgasonic Spinet Organ.

AS ADVERTISED IN LIFE

10 Double-Prize winners . . . 20 spinet organs given away...hurry!
CONTEST CLOSES MIDNIGHT OCTOBER 15, 1955

STAN NEWLIN--(Baldwin Dealer)
387 Pacific, Monterey, Calif.

Send me _____ Entry Forms
(How many)

Name _____

Address _____

Mr. Spectator

MIXED REACTION-- A woman recently stopped off at the California Motor Vehicles Division in Monterey to get a driver's license. She and the testing officer climbed into auto parked at the curb marked "Driving Tests"... They drove around and as they came back they were hailed by an excited Monterey policeman screaming, "Stolen car!"

Seems officer had thought it was her car; the driver had thought the department furnished the cars. The keys were in the vehicle belonging to a salesman.

But the kicker to the story is that the Monterey policeman kept insisting on filing a technical complaint of stolen car until Highway patrolman pointed out that the car wsa illegally parked in a spot marked for driving tests... Salesman didn't want any part of the mixup.

Speaking of cars--Baird of Foreign Car Center, Carmel, solved his wash car problem recently by selling his son a Morgan three-wheeler for 2,000 washes.

• • •

DIE SLOWLY... Carmel's off-again-on-again Red Cross Emergency Ambulance Service hit a new low in efficiency this week. A motor cycle driver was critically injured when he and his vehicle tangled with a car at the intersection of Junipero and Ocean--a short two blocks from the ambulance and fire house...

A resident hurried over and told the abmulance dispatcher of the accident. The alarm was sounded but no drivers showed. AFTER A WHILE the dispatcher decided to call Monterey. AFTER A WHILE Councilman Carl Patnude came over from his gas station nearby to see what it was all about. After a lengthy discussion it was decided he might be qualified to drive. Time from notice to arrival on scene: 25 minutes. Distance: 2 blocks.

This example is not a first. Less than two months ago ambulance was summoned to Hob Nob Restaurant by a Spectator staffer, who by chance was there, when a person had a stroke. Twenty minutes later, after a doctor arrived, ambulance was re-phoned and told not to come.

Dispatcher said: "Fine, thanks. We were just getting ready to roll."

• • •

PRICE HIKE-- The Spectator-Journal added a nickel increase to its newsstand price this week to bring its cost a little more in line with its ever expanding size. At 15 cents per issue the Spectator-Journal is five times larger than when it originally sold for a dime.

Subscription rates for a limited time only will remain at the special $1 per year for 12 issues.

• • •

TEN CENTS WORTH: Movie Colony: Janice Paige, TV and Movie heatthrob decorated the Carmel Highlands recently. Gregory Peck vacationed in Carmel... Brett Weston, Spectator-Journal contributor (pics Big Sur story, Sept. issue; scenic section current issue), left for a month on an assignment for Holiday Magazine to photograph the wilds of Michigan. Wynn Bullock, Spectator-Journal contributor (see pics "Deserted", current issue), will have a series on nudes in U.S. Camera, 1956 Annual. Bullock recently had a one-man show at the Limelight Photo Gallery in New York. New York Times gave him rave revue.

CARMEL PACIFIC
SPECTATOR-JOURNAL

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WHAT'S DOING

D.D. Muir, Manager Monterey Peninsula Exchange

Housewife rates her telephone "tops"

"Of all my household items," says Mrs. F. G. Dominey, "I think my telephone is the most useful. I can't count all the ways I depend on it. For example, I do a lot of my shopping by phone. Then there are the calls for repairmen, to make appointments, to round up my youngsters in the neighborhood, and for a hundred and one other things. And that doesn't include all the pleasure our phone brings us...as a fast, easy way to visit friends and relatives. I certainly don't know what we'd do without it." Most people we've talked to agree with Mrs. Dominey about the usefulness of the telephone. Isn't it true that few things which serve so well cost so little? **Pacific Telephone works to make your telephone a bigger value every day.**

* * * * *

Enjoy a family visit in several cities at once by long distance

Did you know you can actually talk to several members of your family at the same time by long distance? Well, you can, even if they're scattered all over the country. Each of you can talk back and forth to the rest as if you were all in the same room. We call this a telephone conference call. To place one, just tell your operator the people you want to talk to, where they live, their phone numbers, and when you want to talk. She'll do the rest. You'll be pleasantly surprised at how little it costs, especially if you call after 6 p.m. in the evening or any time Sunday. Why not give your whole family a real surprise with a conference call tonight?

* * * *

Serving you

At a recent party given in their honor by their co-workers; Mrs. Eunice Nickles, Assistant Chief Operator and Mrs. Norma Tarr, Supervisor, with 30 and 35 years respectively, received their Service Pins. Our two ladies have given many long years of service to the Telephone Company, and thus have served you! Like most Telephone people, they are very proud of the Company, and needless to say we are very proud of them.

Editor's Memo--

WE HAVE LONG FELT THAT THERE WAS A NEED FOR A THOROUGH ANALYTICAL EDITORIAL AND PICTORIAL REPORT ON ONE OF THE MOST FASCINATING AREAS ON THE FACE OF THE GLOBE--MONTEREY COUNTY.

SO, FOR THE PAST YEAR, ISSUE BY ISSUE, THE SPECTATOR-JOURNAL has brought you--"This Is Carmel"; "Pebble Beach--Kingdom of Plenty"; "Big Sur"; "Carmel Valley"; "Monterey"; "Pacific Grove"; "Salinas, City in a Hurry"; "King City and Points South"; "Moss Landing--Ditch to Make History"; and the last of the series in the current issue, "Seaside--Urchin With Muscles".

THE SERIES' ACCEPTANCE EVEN WENT BEYOND OUR EXPECTATIONS, EVEN THOUGH NO PUNCHES WERE PULLED. Circulation has boomed. In many cases, with requests pouring in from all over the country, we have been unable to satisfy demand. One article, "This Is Carmel", had to be re-printed in a second issue to partially satisfy demand.

AS A RESULT WE HAVE DECIDED TO COMPILE THE ENTIRE SERIES IN A SINGLE VOLUME, add more pictures and maps and some new material. IT WILL BE KNOWN AS THE

SPECTATOR'S

GUIDE and OMNIBOOK

of Monterey County

We feel it will be the most thorough and readable research and pictorial job ever published on an American county.

It will be published December 1, 1955

It will be the same page size as the SPECTATOR-JOURNAL to facilitate layout. Over 120 pages, heavy-covered and bound.

And here's the nice part. It will

sell for only $1

May we suggest that it will make an excellent Christmas present for yourself or to send away.

At the same time we would like to suggest that you take advantage of our combination SPECTATOR'S GUIDE and SPECTATOR-JOURNAL subscription offer. For a limited time only you can receive the SPECTATOR'S GUIDE and a 1-year subscription (12 issues) to the SPECTATOR-JOURNAL for only $2.

An extra charge of 25 cents per Guide will be made to take care of mailing, packaging and gift card costs to send the GUIDE out of the county.

Advance orders are now being taken.

Send me_____number of GUIDES for $1 each.

Send me_____combination GUIDES and Subscriptions - $2 each

Name_____

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Gift Addresses for mailing enclosed

CARMEL PACIFIC
SPECTATOR-JOURNAL

Box AO Carmel, California

ENTERTAINMENT

Theatre Reviews

TREASURE HUNT

A comedy of nonsense and absurdities, the kind of thing the British do so well, opened last weekend in its American "premiere" at the Golden Bough Players Circle to the chuckling delight of local theater-goers.

The crazy little play is about impoverished Irish aristocrats living on a mortgaged farm "on the far side of a lake, at the wrong end of the mountain". To solve their financial difficulties they decide to take in paying guests who aren't in the "stud book" but are loaded with cash.

What happens to the family fortune when these partly resented intruders invade the family estate is the motor that makes "Treasure Hunt" move. The plot, devised by J. M. Farrell and John Perry, isn't much to shout about, but it's a good enough vehicle for a cast of screwball character caricatures and a series of humorous situations.

Under the direction of Charles Thomas, the play clicks right along, slows down only rarely and then it's the fault of the playwrights for not slimming down their material.

Babs Richardson, one of the few true troopers in Peninsula theater,

NOW PLAYING

play Friday, Saturday, Sunday at 8:30 p.m.

THE SENSATIONAL MUSICAL COMEDY

"PAL JOEY"

Music by Rodgers and Hart Book by John O'Hara

"Zip", "Bewitched", "I Could Write A Book", "Red Hot Mamma" and a dozen other hit numbers.

on stage through October

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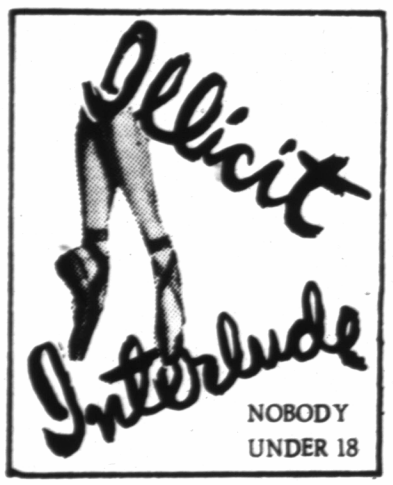

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EVES: 7 & 9:10
MAT.: Sun. 2:15

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Star of "EAST OF EDEN"

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Directed by HENRY CORNELIUS
Screenplay by JOHN COLLIER
From the Drama Critics' Circle award winning play by JOHN VAN DRUTEN
Stage play produced by Gertrude Macy and Walter Starcke
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A Romulus Production

with Ron Randell

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Bamboo GARDEN

FREMONT EXTENSION MONTEREY, CALIFORNIA

General Platoff

"DON COSSACK"

Chorus and Dancers

OCT. 26

Pacific Grove High School Auditorium
8:15 p.m. Admission $2

Sponsored by Pacific Grove Kiwanis Club for Pacific Grove High School Scholarship Fund.

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Abinante's, Monterey
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The Most Delightful, Human Comedy in Years...

The happiest thing that's happened to your heart in a long laugh-time!

The PRIVATE WAR of MAJOR BENSON
CHARLTON HESTON
JULIE ADAMS
...and meet TIM HOVEY
(and lock up your heart —or he'll steal it!)

PLUS--SELECTED SHORT SUBJECTS

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GRAND DOUBLE-FEATURE SHOWING!

THERE HAS NEVER BEEN A PICTURE LIKE "The Red Shoes" Color by TECHNICOLOR

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THERE HAS NEVER BEEN SUCH EXCITEMENT AS IN W. SOMERSET MAUGHAM'S "QUARTET"

Also Selected Short Subjects

FOLLOWED BY

JOSÉ FERRER — The Shrike — JUNE ALLYSON

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Coffee Interludes nightly

GOLDEN BOUGH · The Peninsula's Finest Cinema!

once again steals the icing off the cake with her portrayal of an elderly great-aunt, one of whose minor idiosyncracies is that she climbs periodically into a curtained booth in the living room that represents to her at various times the Orient Express, a banana boat and a B.O.A.C. airliner. From there she communicates with her indulgent family via "long-distance" telephone.

Excellent performances are delivered by Edgar Bryant as a petulant old uncle who loves biscuits, whiskey and race horses; Gerturde Chappell as his sister; and Florence Dormody and Philip Stearns as the paying guests.

The rest of the cast is fine, too, particularly Florence Venn as a housemaid; Karen (Williams) Bryant as a sweet young thing; Jeanne Danis as a spicy young thing, and Carl Cary as the properly one-dimensional leading man. There are also Gene Eplett, Kit Jones and Bud Rose.

Production credits go to Michel MacKay and Marsha Gifford for stage management, Frank Treat for lighting, and Melodi Brien of Henry Hairstylist for coiffures.

"Treasure Hunt" will run three more weekends through October 23 with performance Friday, Saturday and Sunday nights at 8:30.
--G.S.B.

•••

PAL JOEY

"Pal Joey", Broadway's rowdiest and lustiest musical of a decade, will be revived this weekend at the Wharf Theater. It will run Friday, Saturday and Sunday nights through October.

Dee Olivetti will again play the female lead as she did last fall in the first Wharf production of the show. Mike Monahan will play Pal Joey, a cheap little chiseling hoofer whose character is only redeemed by the fact that everybody else in the play is a louse like he is.

The cast will also include Betty Fowlston, Millie Kimball and Nancy Thompson. Tom Brock and Bob Carson direct.

•••

MONTEREY COUNTY SYMPHONY GUILD

Music lovers from throughout Monterey County gathered last month in All Saints' Parish Hall, Carmel, to found the Monterey County Symphony Guild.

Mrs. D. M. Kerr is temporary chairman of the new organization. Members of the interim committee include Mrs. Nelson Leonie, Mrs. Joseph McKay, Mrs. Philip Schneeberger, Mrs. Everett Banfield and Mrs. Elliot Arnold.

The first concert of the Monterey County Symphony Orchestra is scheduled for October 18, Gregory Millar conducting. Thomas Baker of Salinas will be featured as piano soloist.

(More on page 49)

A ONE-MAN SHOW of paintings by Artist Paul Lauritz will be presented by the Artists Guild of America at their gallery at Monte Verde and Ocean Avenues in Carmel.

Golden Bough Players Circle
Theatre-in-the-Round
Casanova St. bet. 8th & 9th — Carmel

IF YOU'RE LOOKING FOR FUN--

The Golden Bough Players, directed by Charles Thomas, will present the delightful new English comedy

"TREASURE HUNT"
By J. M. Farrell and John Perry

FRI., SAT. and SUN.
Oct. 7, 8, 9
14, 15, 16
21, 22, 23
at 8:30 p. m.

TICKETS $1.50, tax included, daily at Browse-Around Music Shop (7-4125) and from 3:00 p.m. Fri., Sat., Sun. at Circle Box Office (8-0669)

You Are Cordially Invited to Attend
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FREE LECTURE
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"CHRISTIAN SCIENCE-- Man's Divine Destiny Revealed"
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MARY C. HOLLOWAY
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New Church Edifice
Monte Verde at 6th, Carmel
Auspices of . . .
First Church of Christ, Scientist, in Carmel, California

Monday Evening, Oct. 10th
at 8:00 p. m.

ALL ARE WELCOME
Interview with Lecturer 6:45 p. m. Sunday, October 9th by Radio KXXL 630 KC.

This Lecture will be broadcast by Radio KXXL 630 KC

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Daily: 1 to 6 p. m.
Galleries:
MONTE VERDE and OCEAN AVENUE
Also Entrance from Court of the Golden Bough

Also may be seen a Magnificent Collection of choice pieces of Sculptured Driftwood by NICK M. GUASTELIA

CANDID CAMERA

HOW COURTEOUS PEOPLE?

First of a Series

Curious as to "How Courteous People", the Spectator-Journal has started a camera eye series. Karen Bryant dropped into Pilot Market and bought some groceries, including a bag of oranges. As she moved to the sidewalk of busy Ocean Avenue, the oranges spilled. Most people seemed anxious to help; a few went on about their business; others just watched the girl's predicament.

Goodbye old fashioned hi fidelity

AMPEX

NEW... 612

STEREOPHONIC

TAPE

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A NEW ERA IN SOUND

At last! A Tape Phonograph . . . that plays half-track, full-track or the exciting *new* two-track stereophonic tapes. And . . . there is no loss of fidelity . . . regardless of the number of times you play the tape. For new heights in listening enjoyment hear the Ampex 612 Tape Phonograph.

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New fall patterns and colors. Double breast pockets and convertible collar. Washable and colorfast. Sizes small, med., large, extra large. $1.49

LARGE SIZE 22 x 44 INCHES

CANNON TOWELS

Genuine "Cannon" towels. Thick, heavy long wearing. Many attractive new colors Worth more! First Quality Sale Price 2 FOR $1

Men's Union Made Blue Chambray WORK SHIRTS

Worth $1.49. Sanforized shrunk for permanent fit. Triple stitched seams, two flap pockets. Sizes 14½-17 $1

Children's Two-Piece Cotton Flannelette Sleepers

Cozy, warm, fancy printed cotton flannel sleepers with attached feet and snap fasteners. . . . Sizes 1-2-3. Assorted colors. 88¢

LADIES' NYLON HOSE

Beautiful quality, full fashioned all perfect! Season's newest colors. Sizes 8½ to 10½. 57¢

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Sanforized fancy printed broadcloth front, combed cotton back. 2 to 3. 39c value. 4 FOR $1

ALL PERFECT! LARGE SIZE FLOUR SACKS

Laundered . . . unopened. Absorbent and so useful. A real money saving value. 4 FOR 88¢

18" x 30" Chenille BATH MAT SETS 1.00

Washable, soft and downy, in assorted pastel colors with pretty designs. Worth $1.49.

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...a real buy at only $2995

PRINCIPAL MOTORS

610 Del Monte Avenue, Monterey Phone 2-7754

SMALL CATTLE RANCH

(Cont'd from Page 43)

Wilson, and another 1300 acres from Pete Girard. Col. Wilson runs sheep and lamb on an adjoining 20-acre tract, occasionally "poaches" on the cattle land. Which is okay. Bob says it's nonsense about cattle not feeding where sheep have been. He has altogether about 300 head of cattle on the ranch, but only 30 steers were involved in the test.

In their tests, young Wilson and Lang used 345 pounds of Ammonium Phosphate Sulphate fertilizer per acre, broadcasting it by means of a tractor-pulled flo-way dispenser.

They found that their beef production climbed from 80 pounds per unfertilized acre to 256.5 pounds on the fertilized soil. The net gain was 176.5 pounds per acre, or about $20 at current beef quotations.

At $90 per ton of fertilizer, the stuff would have cost $500 the first year and $450 in succeeding years, Wilson figures. An additional $1 to $4 per acre would have to be spent on application of the fertilizer. This adds up to a high initial investment.

Naturally fertilization does not pay unless full advantage can be taken of the fertilized acreage: this means enough beef to really graze the land.

Wilson and Lang only had 30 acres fertilized to raise their 30 head of steer. Five hundred acres would require about 500 head for full utilization.

Statement required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the ownership and management of the Carmel-Pacific Spectator-Journal published every month at Carmel, California, for October 1, 1955.

1. The publisher, editor and owner is: Thorne Hall, P.O. Box AO, Carmel, California.

2. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

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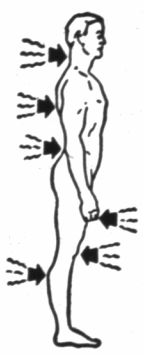

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EGYPTOLOGY NO GYP -- EGGHEADS

BOOK LOOKS
-- by John F. Allen

One of the minor hazards of book reviewing is the relative, the friend, the neighbor, or the local noted citizen who manages to get his cerebrations between hard covers. If you ding his book, you've likely made an enemy. If you review it favorably, you're charged with prejudice and your integrity is suspect. After a couple of unfortunate experiences along these lines, I made it a rule to simply skip such tomes. Now I am about to break that rule--at the strong insistence of my wife, whose literary judgment is flawless (which is to say it agrees with my own).

The book at issue is THE GOLDEN BALANCE (Crown, $3.50) by Arthur D. Hall, who, as owner of The Poor Scholar Book Store in Monterey, is no stranger to this area. My wife found it a wonderfully exciting and superbly written novel. I couldn't agree more thoroughly.

Mr. Hall, as many of you will know, is an expert on ancient Egypt, having once served as American secretary to the Egyptian Exploration Society. Mr. Hall has dug into his own vault of deep knowledge of the Golden Age of the Eighteenth Dynasty and emerged with a story which held me enthralled.

There is more to be learned here of ancient Egypt than in a dozen dusty tomes on Egyptology. Yet, I should not want to give the impression that this is in any way a text book. Far from it. Yet the knowledge is there, the exact feeling for an historical age, so strong that it transports the reader back through history to live alongside Mr. Hall's flesh and blood Egyptians.

The story concerns a farmer's son who, through his own intelligence and efforts--sometimes bordering on knavery--rises to become the queen's first minister and, in time, her lover. It is an exciting and dramatic story and, all in all, I think it can be said that Mr. Hall is as good a writer as he is an Egyptologist and that he's a very good Egyptologist. I hope we'll hear from him again.

I can say this also of Mr. Hall's novel: that it suffers not at all when compared with another current book of the same general sort. I refer to THE YEARS OF THE CITY (Houghton Mifflin, $4.50) by George R. Stewart, the University of California English teacher who practices what he preaches. I have long been a fan of Mr. Stewart's clean, precise prose and his expert sense of passing time. His "Storm" and "Fire" were exciting books indeed, though my own favorite is "Earth Abides".

"The Years of the City" is Mr. Stewart's most elaborate work to date. It is the story of the founding and the rise and fall of an imaginary Greek city-state. It covers too long a period, too many generations for any one of the characters to come wholly to life, and in this respect it is not as good a novel as Mr. Hall's "The Golden Balance". Mr. Stewart's book is the story of a city, with the living incidental to the major force; Mr. Hall's is primarily the story of real men and women who people the magnificence of Egypt. This is not said to disparage either book. Certainly, Mr. Stewart's book is more powerful and monumental and it is, at the same time, marvelously good reading. But for a livelier story of the pulsing life of an ancient state, Mr. Hall's is the better book.

I suggest you read both--two such good books are rarely to be found in a single month.

• • •

Ever since the rise of Adlai Stevenson there has been a crying need for a study which would tie him in with the stream of political liberalism which has fortunately watered America since its birth, an assessment of his standing in that intellectual forum which has known men like Jefferson, Woodrow Wilson, Franklin D. Roosevelt and a very few others. I mean the men who have arisen when they were needed to advance the cause of liberal democracy at rare intervals in a history of conservatism and Presidential mediocrity. To read the dust jacket of TRIUMPH OF THE EGGHEADS (Random House, $4) by Horace Coon, is to believe that here is just that book. It is not. It is simply a potboiler, thrown together with what appears to be great good will and little other equipment for the job. The writing is atrocious; the information is no more than any high school senior could assemble from the standard texts. The attempt at threading together the story of American intellectual liberalism is a joke. The job still awaits a scholar and a writer. Don't waste your time on this.

John F. Allen, one of the top writers on the San Francisco Examiner staff, is a former West Coast editor of Time Magazine. He reviews books exclusively for this publication.

• • •

Also on this months' list is HERITAGE (Random House, $3.75), a new novel by Anthony West, the bright young Britisher whose brittle and sometimes testy reviews grace the book section of The New Yorker. This tale of the bastard son of two world-famed and extremely self-centered parents should be a good novel. It has all the essential ingredients, including--one is told--an author who knows of what he talks. It is difficult to assess what missing flavor causes the whole affair to fall flat. It is, perhaps, the cold inhumanity of the writing,

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A STINKER

an air of aloofness about the whole thing which made me want to say: "Damn it, if the author doesn't give a hang, why should I?" That's about the best I can say for it, though I suggest you try it for yourself, if only as an intellectual exercise. Incidentally, it may surprise you to learn that Mr. West can occasionally be guilty of some terribly awkward writing.

• • •

This all can be ended--as it began--on a far happier note. I can say without a single qualification that THE STORY OF MAN AND THE STARS (Norton, $3 95) by Patrick Moore, is the best of all books for the layman on astronomy. Any of you who are familiar with "The Listener", that excellent magazine which reprints the better stuff from the British Broadcasting Company's airings, will know that English experts have an extraordinary ability to explain their specialties to the man in the street--an ability which seems strangely lacking in America, even with all our ghost writers. Mr. Moore, a fellow of the Royal Astronomical Society, is of this breed. In a style which is neither uncomfortably breezy nor in any way condescending, he makes great good sense and excitement out of the history of astronomy, out of descriptions of the planets and the cosmos and out of a look into the future of interplanetary travel. A most excellent job and one that intrigued my 14-year-old son as thoroughly as it did his father.

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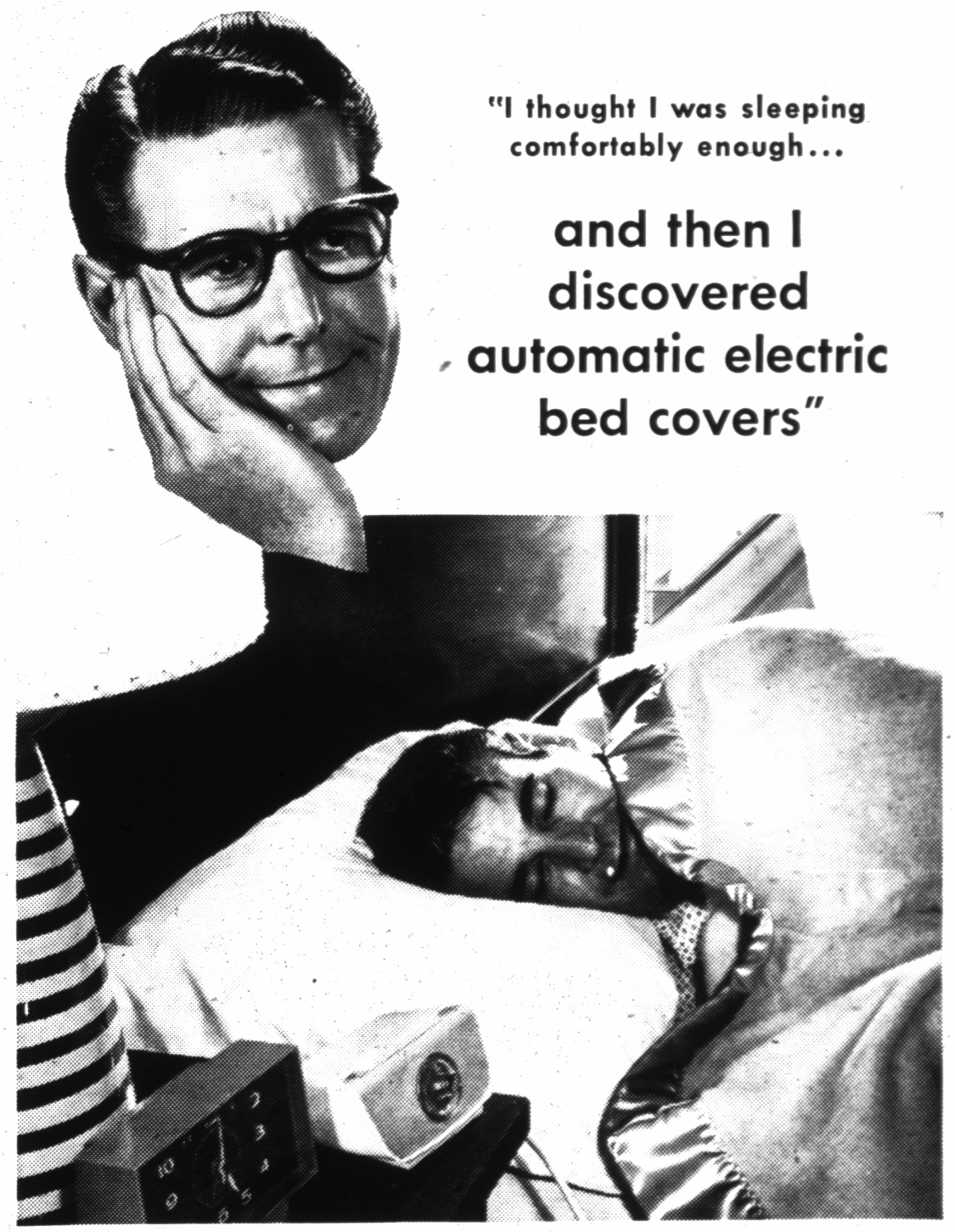

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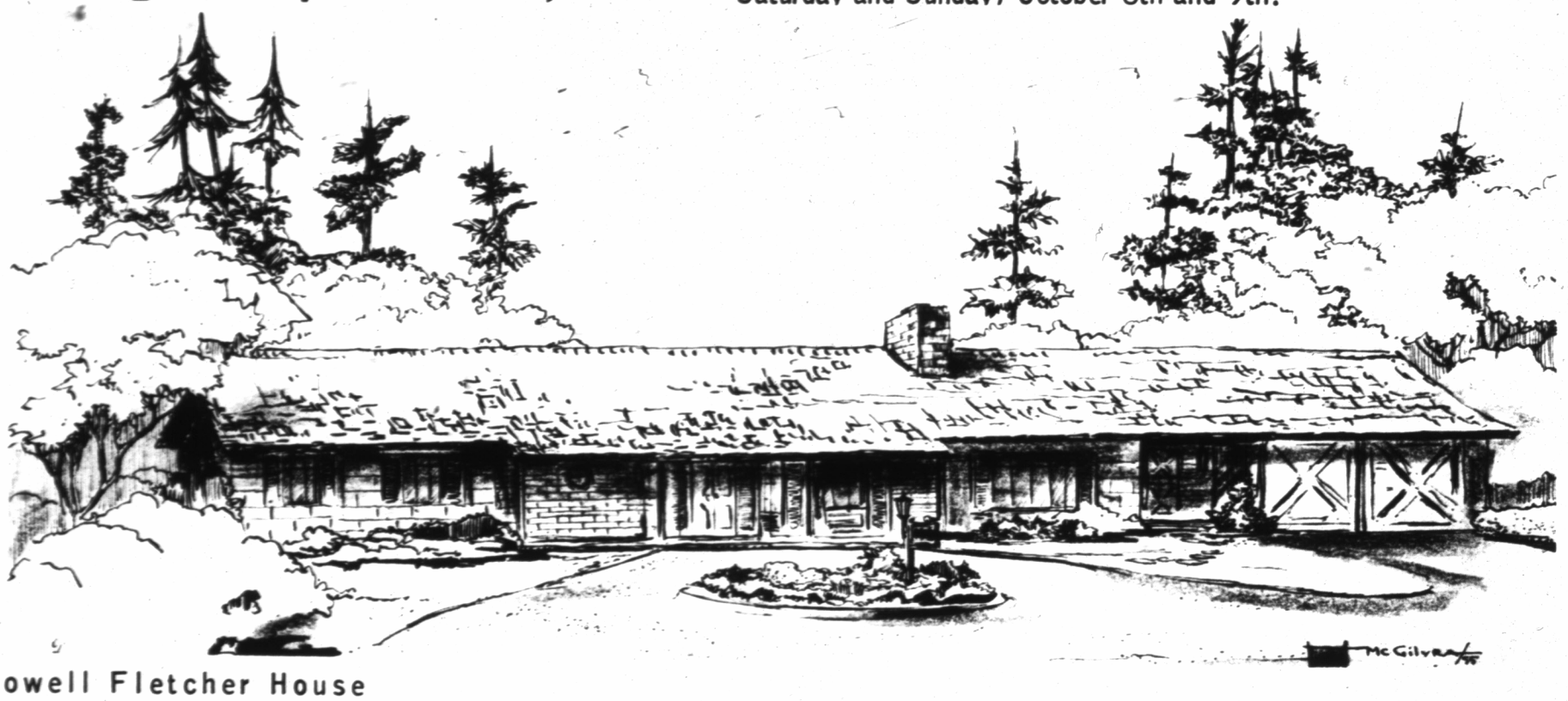

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ENTERTAINMENT

(Contd. from page 47)

The Forest Theater Guild will present "High Mesa", an original play by Carmel Playwright Ron Bostwick, in the Guildhall on Mountain View Ave. in Carmel on Friday, October 21. It will run for two weekends.

•••

Gilbert & Sullivan's "H.M.S. Pinafore" will be presented Friday and Saturday nights at 8:30 through October by the Carmel Valley Light Opera Company.

Performances are held at the Barn Theater behind Los Laureles Lodge. Lucy Valpey is producer-director, with Richard Brautigam as dramatic director. In leading roles are Holt Wood, Harold Handerson, Maria Gregorious and Barbara Nonnenman.

Pinafore will be followed in November by Victor Herbert's "Fortune Teller".

•••

Mrs. Mary C. Holloway, Christian Science lecturer from Shreveport, will lecture on the healing method of Christian Science on October 10.

The lecture, free to the public, will be at the church in Carmel, at 8:30 p.m.

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ROUGH LOVER

(Contd. from page 36)

broken head who had tried to stop his gang from robbing Snyder's store.

Once again a friend of Vasquez gave him a place to hide, and having a wife, gave Vasquez an even better place in which to hide. This was Rosario Leiva and Vasquez left her larger than he found her.

Again it was hard riding, and the sound of the stage as the brakes bit into the wheel rims and the horses fought the push of the singletree. The Los Angeles stage, between Mill station and Soledad, the Coyote stage station, and the round-mouthed storekeepers, their eyes as round and as empty as their mouths, in three Fresno county stores, as he robbed them.

Sometimes it was a little cruelty, nothing much, a man is not always smiling and gay-hearted, sometimes he must show his temper in some small way. He cut a sheepherder's throat with his knife and then hacked a cross in the man's forehead.

So there were a lot who'd want to cut Tiburcio's throat and who is to say whose throat should best open wetly first?

But they caught Vasquez near Los Angeles and brought him to Salinas jail; and there were two kinds of people in Salinas, the pale-eyed ones who wanted to do no waiting but to take Vasquez and put a rope tightly on his neck and kick the horse away from under his feet, and there were the dark-eyed ones who drank and talked in their own places and swore and would have come to the jail, breaking down the door and killing the gringo sheriff and taking out the cabellero Vasquez and finding him a place to hide, and a woman to laugh with, and if it is my woman it is an honor--

They took him to the stronger jail at San Jose.

His coffin was piled high with flowers after he was cut down, embalmed and put into it. Why? There was nothing good about the man; he killed, robbed; stole his friends' wives with lies and then kicked them away from him; he was cruel.

But there was something about his dark eyes and the way he laughed, and then--he was muy hombre.

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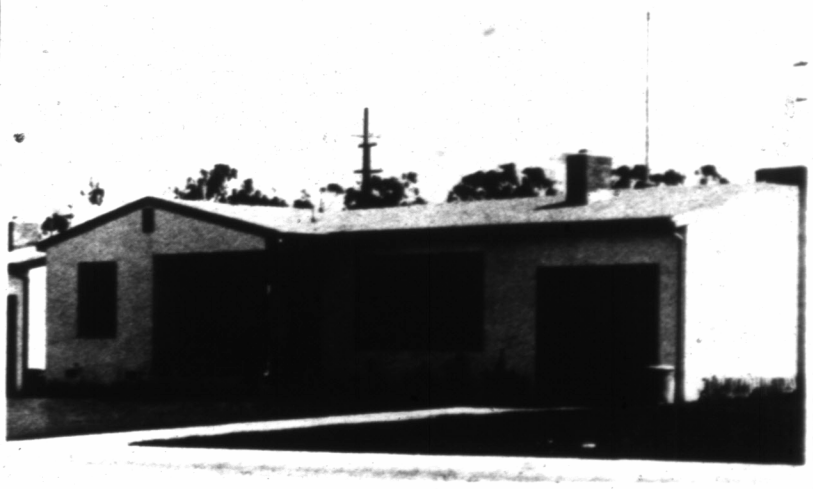

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Gilbert Schoenbrod this month opens his "Little Gallery" at his studio-workshop on San Carlos near Fifth in Carmel with an exhibition of his most recent drawings in penline and pastel.

The showing will be followed in November with an exhibition of drypoint etchings, realistic in their approach, and of strong "black faces" in penline.

The December exhibit, running through Christmas, will consist of mystical drawings in a variety of media. The gallery is open until 9 p.m.

HEARD AT WOMEN'S CLUB

Gerald Heard, author, philosopher and lecturer, will speak here October 20 on "Art and the Artist". The talk, sponsored by the Carl Cherry Foundation, will be held at the Carmel Women's Club. Time, 8:30 p.m. Tickets, $1.50.

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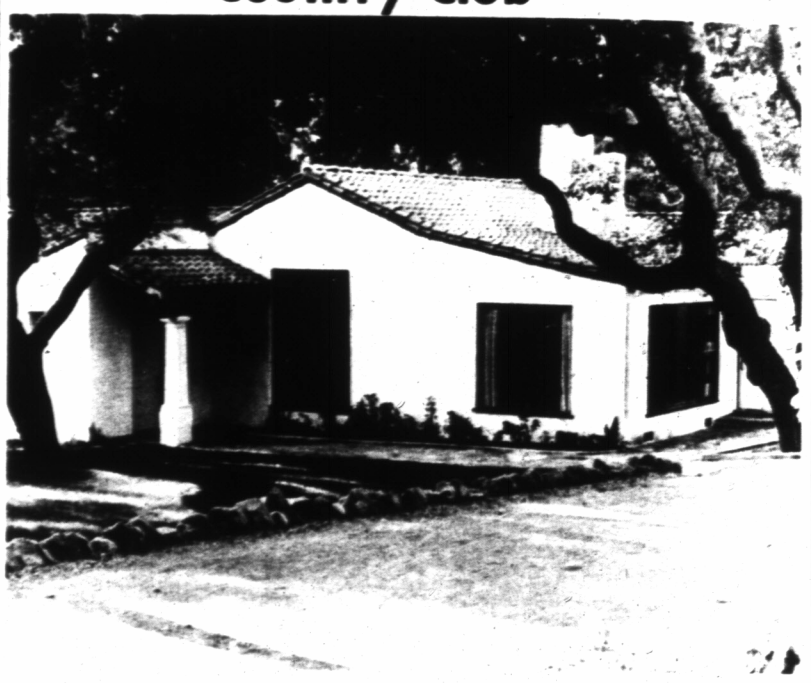

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